



NASA

SEWP

www.sewp.nasa.gov



SEWP Program Office
10210 Greenbelt Road
Suite 270
Lanham, MD 20706

Welcome to the SEWP Community!

We're excited to provide you with information about SEWP and better explain how our contracts can assist with your agency's IT acquisition needs.

At SEWP, we strive to deliver you an exceptional customer experience, by providing:

- An effective set of contracts, making IT procurement simpler and quicker
- Award-winning customer service (*available 7:30am–6pm Mon-Fri EST*)
- A dynamic catalog, with new products added daily, based on user requirements
- Support through the procurement lifecycle (pre-order/order processing/post-order)

In addition to those features, SEWP offers 24x7 accessibility through the SEWP website, www.sewp.nasa.gov. The website provides a portal to the SEWP knowledgebase and FAQs; the ability to submit and check the status of help request tickets; access to online tools for RFQ submission and review; along with many more features.

Thank you for the opportunity to introduce you to SEWP and look forward to assisting you with your IT product solution needs in the future.

Sincerely,

A handwritten signature in blue ink that reads 'Joanne Woytek'. The signature is fluid and cursive.

Joanne Woytek
Program Manager

SEWP's Vision Statement: SEWP will solidify its reputation as an innovative, customer focused program as it seamlessly transitions to SEWP V and will be a visible, leading contributor to NASA and the Federal IT Acquisition Community.



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**Solutions for Enterprise Wide
Procurement (SEWP)**



Agenda

- Introductions
- SEWP 516 Information
- SEWP Overview
- Website and Quote Request Overview
- Additional SEWP Information
- Website and SEWP Tool Walk Through
- Conclusion



516 is the Law

Section 516 of the *Consolidated and Further Continuing Appropriations Act, 2013* restricts the use of FY13 appropriated funds

Sec. 516 (a) *None of the funds appropriated or otherwise made available under this Act may be used by the Department of Commerce and Justice, the National Aeronautics and Space Administration, or the Nation Science Foundations to acquire and information technology system unless the head of the entity, has made an assessment of any associated risk with such system being produced, manufactured or assembled by one or more entities that are owned, directed or subsidized by the People's Republic of China.*

(b) *None of the funds appropriated or otherwise made available under this Act may be used to acquire an information technology system described in an assessment required by subsection (a) and produced, manufactured or assembled by one or more entities that are owned, directed or subsidized by the People's Republic of China unless the head of the assessing entities described in subsection (a) determines, and reports that determination to the Committees on Appropriations of the House of Representatives and the Senate, that the acquisition of such system is in the national interest of the United States.*



NASA IT Review Process

- NASA has created a review and approval procedure
 - <http://www.hq.nasa.gov/office/procurement/regs/pic13-04.html>
- All IT orders must be sent to a review board unless pre-approved
 - Some items have been preapproved. The list is updated frequently:
[https://teams.share.nasa.gov/hq/ocio/security/itscommunity/GRC/SitePages/Supply%20Chain%20Risk%20Management%20\(SCRM\).aspx](https://teams.share.nasa.gov/hq/ocio/security/itscommunity/GRC/SitePages/Supply%20Chain%20Risk%20Management%20(SCRM).aspx)
 - A Request for Investigation (RFI) must be sent to: gsfc-it-purchases@lists.nasa.gov
- Orders may be delayed for long periods awaiting HQ review
- End-users encouraged to purchase from pre-approved list



NASA IT Purchasing

➤ Always check NASA contracts first, including ACES and SEWP

- Simplified credit card ordering process
- Waivers for SEWP usage for credit card orders (this is not a 516 waiver)

1) Case by case after SEWP office reviews:

- Items not available
- Lower pricing not available – submit to SEWP for review
- Time criticality
- Previously waived

2) Software directly from software company

➤ SEWP is assisting in the credit card process as requested:

- reviewing pre-approved list
- providing and tracking RFI's
- submitting / tracking RFQ's



SEWP's Role

- Consulting / Assisting Goddard CIO and Procurement staff
- The review process requires information on the Vendor (Contract Holder) and manufacturers
 - SEWP Contract Holder page already has data needed for Contract Holders
 - Staff is currently going through the 4500 manufacturers and identifying their HQ address and Country
 - The goal is to simplify the paperwork required by the end user
- All SEWP contracts include the required 516 clause



SEWP in a Nutshell

- IDIQ Contract Vehicle for purchase of IT and AV Product Solutions and related Technologies and Services
- Government-Wide Acquisition Contract (GWAC)
 - Available to all Federal Government Agencies
 - All Federal Agencies have utilized SEWP
 - Available to Authorized Federal Contractors
- SEWP IV ends April 30, 2014
 - SEWP V RFP released – bids due in the fall
 - < V > in slides indicates SEWP V feature



Products in Scope

➤ IT Hardware: Computers / Accessories

- Tablets, Laptops, Embedded Systems, Desktops, Servers, Supercomputers

➤ Software and Virtualization:

- Commercial software packages of any variety
- Software As A Service
- Cloud Computing
- Virtual Storage

➤ Peripherals and Associated Equipment:

- Printers / Fax / Supplies
- Monitors, Keyboards, Cables, etc.
- Computer Carts, Racks and Enclosures



Products in Scope (continued)

➤ Networks / Communications/ Security

- Network Appliances/Connectivity: Routers, Modems, Wireless
- Telecommunication Device
 - < V > Monthly Services
- Control and Authentication Devices / Security Appliances / Surveillance Systems

➤ Storage

- Backup and Recovery, Disk Systems, Network Based Storage
- DVD, CD, Tape and Digital Systems
- Storage Accessories

➤ Audio Visual / Conferencing

- Cameras, Display Monitors, TV, Projectors and Screens
- Video and Tele-conferencing
- Speakers, Microphones, Theater and Music Systems, Lighting



Services in Scope (No Limitation)

Services below have no limitation:

- > Do not need to be associated with a product purchase
- > Can be any dollar amount

➤ Maintenance / Warranty

- Can be on-site if clearly maintenance functions

➤ Site Planning

➤ Installation: Hardware / Cabling / Software / etc.

➤ Product Training

➤ < V > On-site Product Based Engineering



Scope: Services Limited in Scope

This pertains to Competed Contract Holder Groups A, B, C and D

The following cannot exceed 10% of a delivery order total dollar amount:

- Software Development
- On-site Operational Labor
- On-site Engineers (< V > not limited in SEWP V)
- Consulting (unless part of in scope services)
- Staff Augmentation

< V > Percentage changes from 10% to 5%

Other Options:

- GSA Alliant, NIH CIO-SP or other support service contracts
- Group E non-competed 8(a) set-asides (limited in size)



Never in Scope – SEWP IV

- Medical Equipment
 - < V > In scope for SEWP V if IT related
- Military Equipment
- Buildings
- Wheels / Engines / Propellers
- Sensors: Smoke / Gunshot / etc.
 - < V > In scope for SEWP V
- Office Furniture: Chairs / Desks / etc.



Product Solution Availability

➤ SEWP is 'Catalog by Request' not 'Request by Catalog'

- Quote Request tool available on-line
- No traditional searchable catalog
- Quotes are verified against contract catalog

➤ Dynamic Catalog

- Items added to contract based on customer requests
- Contract Holder requests to add products are reviewed and either approved or denied within 2 to 4 hours
- On-line contract database of record

➤ < V > Quick turn around RFI tool to request availability as part of market research



Quote Verification

➤ Verification File

- Verifies items on contract & properly priced
- Shows discount off contract price

➤ User must compare line items on quote with verification file

CLIN List Report (Text version of this page)					
CLIN	Status	Catalog Price	Quote Price and Savings	Quote Quantity	Extended Quote Price and Extended Savings
86579	<u>Valid</u>	\$258.17	\$205.00 \$53.17	2	\$410.00 \$106.34
Valid = CLIN and Price have been verified against the SEWP Catalog					
<input type="button" value="Close"/>					

➤ If Quote does not match verification file

- Ignore Quote
- Notify help@sewp.nasa.gov



Fair Opportunity

- Fair Opportunity MUST BE provided within a Contract Group
 - Opportunity may be provided across multiple Groups

- Fair Opportunity Applies to any Multi-award Contract
 - FAR 16.505(b)
 - Process for Fair Opportunity (per FAR) is at CO's Discretion
 - SEWP Quote Request Tool is the only RECOMMENDED method
 - Does not apply to orders under \$3000



Determination of SEWP Groups

➤ **SEWP V Contract Awards based on Distinct Competition Areas**

➤ **Group A**

- Original Equipment Manufacturers (OEM) and Value Added Resellers (VAR)
- Full and Open Competition

➤ **Group B – 2 set asides**

- Value Added Resellers (VAR)
- Service Disabled Veteran-Owned (SDVOSB) Set-Aside Competition
- < V > Hub-zone Set-Aside Competition

➤ **Group C**

- Value Added Resellers (VAR)
- Small Business Set-Aside Competition

➤ **Group D**

- Primarily Value Added Resellers (VAR)
- Full and Open Competition



Business Size Designations

NAICS Codes and business sizes are defined at the contract level

Group A: NAICS Code 334111

- 6 Other Than Small Contract Holders
- 2 Small Business Contract Holders
- 1 SDVOSB Contract Holder

Group B: NAICS Code 541519

- 5 SDVOSB Contract Holders
- 1 Other Than Small Contract Holder (rerepresentation)

Group C: NAICS Code 541519

- 9 Small Business Contract Holders
- 3 Other Than Small Contract Holders (rerepresentation)

Group D: NAICS Code 541519

- 14 Other Than Small Contract Holders
- 1 Small Business Contract Holder



Contract Basics

- **Basic Contracts on-line including table of incorporated clauses**
- **Delivery Order Against Existing Contract**
 - Additional Clauses / T's and C's may be negotiated at the delivery order level
- **Agency Specific Policies Are Easily Applied**



Website

➤ General Information

- Contracts
- Points of Contact
 - Program Performance Page

➤ Quote Request Tool

- Create new request



Pricing

➤ Contract Price

- Contract discount structure
- Comparison to other contract prices
- Less Than GSA Price

➤ Quoted Price

- Purchases can be consolidated to maximize price discounts
- Internal competition results in line item discounts
- Product Prices may be negotiated/questioned

➤ Delivery Order With Options

- Order awarded for recurring supplies/services needs with options to purchase from the same quote/initial order for a defined period of time
- Delivery orders can be structured similar to a purchase agreement
- Fair Opportunity required for initial order





Variable Priced Line Items

All Line Items on SEWP are Fixed Price except:

5 Variable priced CLINS on every SEWP IV Contract

- SEWP-Z: For SEWP fee
- CREDIT-Z: For Credits
- TRAVEL-Z: For Travel in support of in-scope services
 - Must follow GSA Travel pricing and regulations
- DELIVERY-Z: For Delivery and Shipping costs
- OPEN-Z: For Open Market Items
 - Items within SEWP's scope
 - Not currently on contract
 - Total price of all OPEN-Z CLINs must be below micro-purchase limit (\$3,000)

< V >: OPEN-Z and SEWP-Z deleted



Save Money: Low Prices, Lower Fees

Program budget is self-contained:

- NASA provides no direct SEWP funding
- No SEWP funding is provided to NASA except for overhead costs

Surcharge <small>Effective November 1, 2010</small>	
Order Amount	Fee Percentage
\$0 to \$2,222,222	0.45%
\$ 2,222,222 and up	Capped at \$10,000

Comparison to other major IT Contract fees:

- GSA Schedules: 0.75% (built in) with no cap

- Fee may be either a separate line item or included in product pricing
- < V > Fee will be included in product pricing
- < V > SEWP V fee has not been set



SEWP Support

➤ During Business Hours (7:30AM-6:00 PM EST)

- Phone

- Call, call, call (301) 286-1478

- Online Chat

- Available at www.sewp.nasa.gov

➤ Assistance Anytime

- help@sewp.nasa.gov

➤ Free Training via on-line video and on-site sessions



Procurement Lifecycle

➤ Pre-Order Support

- Review Requirements when scope is uncertain
- Assistance on SEWP Processes including step-by-step walk through
- Online Quote Request Tool

➤ Order Processing

- Review, process and forward orders to Contract Holder
 - Orders must be sent to SEWP Program Management Office (PMO) by Government Agency
- Reconcile and track orders through completion

➤ Post-Order Support

- Process and post order status data
- Assist with order resolution



Order Process

➤ Submission Options:

- Through the Quote Request Tool (QRT)
 - Submit Credit Card Order
 - Upload Delivery Order
- Via Email (sewporders@sewp.nasa.gov) or Fax (301-286-0317)
 - Send Quote for CC Order
 - Send Delivery Order

➤ SEWP Program Office does not supply award information

- QRT includes an optional Award Notification Function



Post-Award Issues

From FAR Part 16.505:

➤ All Orders

- Fair Opportunity issues may be referred to an Ombudsman

➤ \$5 Million and less:

- Post-award debriefs and award notification are at the Issuing Agency's discretion

➤ \$5 Million or more:

- Post-award debriefs shall be provided
- Contracting Officer shall notify unsuccessful bidders

➤ Protests:

- Orders under \$10 M only protestable for period of performance
 - Follow SEWP Recommendations for orders extending past 2014
- Orders over \$10 M may be protested (FAR [33.104](#))



SEWP by the Numbers

➤ 38 Competed Prime Contract Holders

- 17 Small Businesses include 2 Set-Aside Groups:
 - Small Business
 - SDVOSB

➤ 4,500+ Manufacturers

- Including Cisco, Apple, NetApp, EMC, APC, Microsoft, Oracle, etc.

➤ 2,400,000+ Products & Product Based Services

➤ 7 year contracts – available through April 2014

- FAQ provides guidance for orders extending beyond April 2014



SEWP Customer Service Contacts

Web	www.sewp.nasa.gov	24x7x365
E-mail	Help@sewp.nasa.gov	Get answers within 24 hours
Helpline	301-286-1478	Mon–Fri, 7:30 AM–6:00 PM ET
Fax	301-286-0317	Fax orders
E-mail Orders	sewporders@sewp.nasa.gov	E-mail orders
Mail	Mailstop 703.S, NASA GSFC, Greenbelt, MD 20771	



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SEWP Website

- Frequently Asked Questions
- Order Status
- Agency Specific Pages
- Manufacturer lookup
- QRT Features
- Quote verification



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SEWP Scope Information



Scope: Computer Hardware

- Tablets, Laptops, Embedded Systems
- Desktops, Servers, Supercomputers
- Peripherals and Accessories: Monitors, Keyboards, Cables, etc.
- Computer Carts, Racks and Enclosures
- Computer Cards / Boards



Scope: Network and Communications

- Network Appliances
- Network Connectivity: Routers, Modems, etc.
- Telecommunication Devices
- Wireless Networking
- Cables and Accessories



Scope: Security Hardware

- Control and Authentication Devices
- Forensic Systems
- Computer Anti-Theft Hardware
- Security Appliances
- Surveillance Systems



Scope: Supporting Hardware

- Scanners, Barcodes, RFID Devices
- Cooling Systems
- Digital Devices; e.g. Calculators
- GPS
- Remote Management
- Printers, Copiers, Fax Machines, Shredders
 - Associated Supplies



Scope: Specialized Hardware

- Notification Systems associated with Computer Facility
- Asset Management Systems
- Computer Room Monitoring



Scope: Storage Hardware

- Backup and Recovery
- DVD, CD, Tape and Digital Systems and Supplies
- Disk Systems
- Network Based Storage
- Storage Accessories



Scope: AV / Conferencing

- AV Equipment and Accessories
- Cameras, Display Monitors, Consoles, etc.
 - Accessories including privacy screens and camera accessories
- Video and Tele-conferencing
- Speakers, Microphones, Theater and Music Systems, Lighting
- TV, Projectors and Screens
- Visualization Systems



Scope: Electrical

Note: Must be related to an IT / AV system

- Power Conditioning
- Uninterrupted Power Supply, Batteries, etc.
- Cables, Components, etc.



Scope: Software and Virtualization

- Commercial software packages of any variety
- Software As A Service
- Cloud Computing
- Virtual Storage



Scope: Services Fully in Scope

- Maintenance / Warranty / Help Desk Support
- Installation of In-Scope Products
- Site Planning; e.g. determining what products are required
- Product Based Training



Scope: Services Limited in Scope

This pertains to Competed Contract Holder Groups A, B, C and D

The following cannot exceed 10% of a delivery order total dollar amount:

- Software development
- On-site operational labor, on-site engineers
- Consulting (unless part of in scope services)
- Staff augmentation

Other Options:

- Group E non-competed 8(a) set-asides (limited in size)
- GSA Alliant, NIH CIO-SP or other support service contracts



Scope: Options for Services

- SEWP Group E 8(a) non-competed contracts can provide support services
 - 4 Contract Holders
 - Each capped at \$4 Million per contract
 - Remaining amount on each contract is displayed in Quote Request tool
- Other GWACS
 - NIH CIO-SP and GSA Alliant and other GSA GWACs are geared to support services
- DIY (Do It Yourself)



Scope: What You Cannot Buy

- Mobile Data Collection Device
- Wheels, Engines
- Medical Devices
- Fire Suppression Systems / Maintenance
- Military Technology (if outside the scope listed previously)
- Sensors
- Office Furniture



Group A

Full and Open Competition

Computer System OEMs and Value Added Resellers

Alliance IT	SDB
Dell	Other than Small
Force 3	Small Business
Four Points	SDVOSB
HP	Other than Small
IBM	Other than Small
PCMail / GMRI	Other than Small
SGI	Other than Small
UNISYS	Other than Small



Group B

Service Disabled Veteran-Owned Small Business Set-Aside

Value Added Resellers

Alvarez Associates	SDVOSB
FedStore	SDVOSB
i3	SDVOSB
MicroTech	Other than Small
Three Wire	SDVOSB
Thundercat	SDVOSB



Group C

Small Business Set-Aside Value Added Resellers

Affigent	Small Business
Blue Tech	WOSB/HUBzone
CounterTrade Products	WOSB
FCN	WOSB
GC Micro	Small Business
iGov	Small Business
immixGroup	Other than Small
Intelligent Decisions	Other than Small
Merlin	VOSB
Red River	Small Business
Sword and Shield	Small Business
Technica	Other than Small



Group D

Full and Open Competition

Value Added Resellers

Best Buy		Other than Small
CDW-G		Other than Small
CounterTrade Products	(also Group C)	WOSB
DataLine		Other than Small
Emtec		Other than Small
GovConnection		Other than Small
GTSI		Other than Small
immixGroup	(also Group C)	Other than Small
Iron Bow		Other than Small
Lanier/Ricoh (Printer OEM)		Other than Small
PCMall / GMRI	(also Group A)	Other than Small
Presidio		Other than Small
SoftChoice		Other than Small
Unisys	(also Group A)	Other than Small
WWT		Other than Small



Group E: 8a Set-Asides (non-competed)

➤ Non-Competed 8(a) Set-Aside Contracts

- Complement Prime Vendor (competed) contracts
- Primarily product based services
- Limited to \$4.0 million per contract

➤ Vaz Tech www.vaztech-inc.com

➤ Copper River Information Technology www.copperriverit.com

➤ Victory Global Solutions, Inc. www.victorygs.com

➤ PSI Technology www.petrosys.com



The following is a sample of the FAQs available on the SEWP Website – www.sewp.nasa.gov - by clicking ‘FAQ’ on the Fast Access Menu.

What does SEWP stand for?

SEWP (pronounced ‘soup’) stands for Solutions for Enterprise-Wide Procurement. The name reflects the ability to obtain mission critical, cutting edge and high-end IT products (from Blackberries to Supercomputers) and product-based solutions (e.g. installation, maintenance) for individual, site or Agency-wide requirements.

Why does SEWP use a duck for a mascot?

The ducks came to be associated with SEWP (pronounced ‘soup’) based on the saying “it will be as easy as duck soup.” The ducks were further inspired by the Marx Brothers’ movie ‘Duck Soup.’ From Wikipedia: The phrase ‘duck soup’ is an old Americanism that has been around since at least 1902. It refers to something that is very easy; a cinch; a breeze. It has been in constant use for 100 years, although it is admittedly becoming less and less common as time goes on. The most interesting thing about it is that no one knows where it came from.

What is the meaning of SEWP Groups? Do I have to go to a particular Group based on the type of product I am purchasing?

SEWP IV has four Multiple Award Contract Groups:

- » Group A: (OEMs and Value Added Resellers(VARs)): 9 Contract Holders
- » Group B: Awarded as SDVOSB Set-Asides (VARs): 6 Contract Holders
- » Group C: Awarded as Small Business Set-Asides (VARs): 12 Contract Holders
- » Group D: Non-Set-Aside (VARs): 15 Contract Holders

All 4 Groups have the same scope and therefore there is no requirement to go to a particular group based on product type/requirement. The main differentiation between the Groups is that 2 Groups (B and C) were awarded as Set-Asides; Group A is primarily computer manufacturers and Group D is primarily Value-Added Resellers (VARs). Group selection can be based on market research, suggested sources, pre-existing quotes, use of the [SEWP Manufacturer Tool](#), business size, business type, etc. or you may go to multiple groups including all 4 Groups.

A fifth Group (Group E) consists of non-Competed 8(a) Set-Aside contracts. This Group is limited to \$3.5 to \$4 Million per contract but is available for support service requirements along with products. The current amount available on each contract is displayed in the [SEWP Quote Request tool](#).

What is the period of performance of the SEWP IV Contracts?

The period of performance of all competed Contracts is seven years with a \$5.6 billion contract limit. Forty-five of the competed Contracts were awarded on May 1, 2007 and three Contracts (NNG07DA62B, NNG07DA63B and NNG07DA64B) were awarded on June 8, 2007.

For information on the [non-competed 8\(a\) Set-Aside Contract Holders](#), contact the [SEWP Helpline](#).

Are BPAs/Blanket Purchase Agreements allowed on SEWP?

SEWP does not have a structure available that is identical to the GSA BPA arrangement. However, SEWP has the ability to be used for Delivery Orders with options and along with the Fair Opportunity procedures in FAR [Part 16.505\(b\)](#), some of the functionality related to Purchase Agreements can be applied to the SEWP process. This functionality is as follows:

- » If an Agency has a requirement to purchase a set of known in-scope items and products but is uncertain of the timing of those purchases, a Request for Quote (RFQ) can be submitted using Fair Opportunity guidelines to one or more SEWP Contract Groups;
- » The Agency may award one or more Delivery Orders based on the quotes received. This initial set-up Delivery Order would set the price of the items as quoted. The maximum time for the existence of this order and any instructions for exercising options / placing option calls against the original quote and initial Delivery Order should be noted in this initial order
- » Agency officials may then follow the procedures as stated in the set-up Delivery Order to place orders against the initial quote. This is per the FAR Part 16 exception to Fair Opportunity for logical follow-ons to a Delivery Order, which was itself awarded based on Fair Opportunity.
- » Any substantive change to the initial quote and subsequent initial Delivery Order, such as increasing the scope of products quoted, would require a renewed Quoting and ordering cycle including issuing a new RFQ following Fair Opportunity procedures.

The actual usage and set-up of the initial Delivery Order is the Contracting Officer's responsibility. Typically, the initial order is set up with an initial \$0 Delivery Order listing the materials and prices included in the awarded quote. Subsequent Delivery Orders are issued options either as modifications or calls against the original order.

What type of products can I acquire through SEWP?

The NASA SEWP Procurement Vehicle is for IT products and product related services. Included in the scope of SEWP is:

- » IT hardware including servers, laptops, supercomputers, etc.
- » Network and telecommunication products
- » Software products including Software As A Service
- » Audio Visual products
- » Teleconferencing and Videoconferencing products
- » Peripherals and supplies such as printers
- » Maintenance and warranty
- » Installation
- » Site Planning
- » Product Training

Support Services such as operational support are available on a very limited basis – no more than 10% of the costs of products being purchased can be used to purchase initial support services.

Any questions concerning scope can be referred to help@sewp.nasa.gov.

How can I find out what products are currently on the Contract?

The SEWP Website – www.sewp.nasa.gov – is directly tied into the Contract Database of Record. There are currently over two million line items. The products are updated daily based on customer requests. Because of the dynamic nature of the SEWP catalog, the only way to determine what is available through SEWP is to utilize the [SEWP on-line Quote Request Tool](#).

How does one satisfy Fair Opportunity / Competition Requirements when using a SEWP Contract?

[FAR 16.505\(b\) \(1\)](#) provides that each contractor shall be given Fair Opportunity to be considered for each order exceeding \$3,000 and issued under multiple award contracts. At a minimum, to provide Fair Opportunity, all Contract Holders within any one of the four individual competed Groups must be provided Opportunity. For maximum competition, one, two, three or all four Groups can be selected. The [SEWP online Quote Request Tool](#) is the recommended method to assist in this activity and to augment the required decision documentation.

Are SEWP prices “fair and reasonable”?

The SEWP Contracts are [FAR Part 12](#) Commercial Contracts. Additional price analysis was done in accordance with the following: The price design for SEWP is a proposed discount off the offerer’s commercial list price. Price analysis was conducted in accordance with [FAR 15.305\(a\)\(1\)](#), to ensure that a ‘fair and reasonable’ price is paid by the Government.

Reasonableness of proposed prices was established in accordance with FAR [15.403-1\(c\)\(1\)\(i\)\(B\)](#), which provides that a price is based on adequate price competition if two or more responsible offerers, competing independently submit priced offers that satisfy the Government’s expressed requirement and there is not any finding that the price of an otherwise successful offer is unreasonable. To verify price reasonableness, offerers were instructed to submit their published price catalog or published schedule of list prices in a form regularly maintained by the manufacturer or offerers, such as a catalog, price list, schedule or other verifiable and established record. Additionally, each contractor proposed a discount off product categories (such as input-output device) of IT equipment.

These discounts remain for the life of the contract. Therefore, when new technology is added or list prices change due to market fluctuations, the SEWP price remains fair and reasonable.

There are several other price reasonability checkpoints in SEWP:

- » A SEWP Prime Contract Holder cannot offer prices higher on their SEWP contract than is offered on their GSA contract. This is exclusive of the surcharge. Since the SEWP fee is 0.45% compared to GSA’s 0.75% fee, SEWP prices must be lower than GSA for that Contract Holder.
- » When items are added or prices updated on a SEWP contract, prices are automatically compared to other SEWP Contracts and must be within a reasonable price of all other contracts. Further comparisons with GSA, commercial and other contracts may be done to verify any questionable pricing.
- » All SEWP Delivery Orders are subject to Fair Opportunity. This internal competition provides an incentive for Contract Holders to provide the best possible price in order to be selected for award.

How can I obtain quotes from the Contract Holders on the SEWP Contracts?

The only method provided, and therefore recommended, by the NASA SEWP Program Office for obtaining SEWP Quotes is the utilization of the [SEWP Quote Request Tool](#) available at the SEWP Website. Use of this tool assists in providing and documenting Fair Opportunity and verifying and assuring items quoted are on contract and properly priced. Quotes may also be obtained by other methods; however, it is then your responsibility to assess the reasonableness of any additional fees, level of competition, compliance with Fair Opportunity, terms and conditions, price and availability verification, scope, etc..

Do I need to obtain three quotes to comply with Fair Opportunity?

No. Fair Opportunity, not the ‘three quote’ rule applies to the SEWP Contracts. You must provide Fair Opportunity to all Contract Holders within at least one of the four Contract Holder Groups. If after providing the Fair Opportunity (preferably using the [SEWP Quote Request Tool](#)), only one company provides a quote, you may proceed with the award and order. Note that this is not a sole source since you provided Opportunity to the other Contract Holders.

It is recommended that if only one Contract Holder Group is queried and only one quote is obtained, the RFQ should be re-issued, including all four Contract Holder Groups in order to maximize competition.

Can I limit my RFQ to three suggested sources?

No. At a minimum, Fair Opportunity to all Contract Holders in a suggested source's Group must be provided.

Can I specify brand name?

Brand Name or equal requirements traditionally apply when the Government is soliciting a new requirement and is specifying a particular Brand Name in the solicitation. The SEWP Program recommends the following regarding Brand Name:

- » To the greatest extent possible, utilize generic specifications rather than Brand Names.
- » While the use of a Brand Name can help clarify the specifications, the use of Brand Name or Equal is recommended for requirements, whenever possible.
- » If the requirement is truly limited to one manufacturer, you must refer to FAR [Part 16.505\(a\) \(4\)](#). The justification, documentation and posting requirements are spelled out in that section.

What is the SEWP Annual Symposium?

The SEWP User Symposium provides Government Attendees with information and training on the SEWP Contracts, available product solutions and planned initiatives for the upcoming year. The symposium is an opportunity for attendees (Technical and Procurement Personnel, Contract Holders and SEWP Program Staff) to network, collaborate and innovate to ensure IT purchasing through SEWP continues to be efficient and competitive. Please contact help@sewp.nasa.gov to find out where the upcoming symposium will be held and add yourself to the list of attendees to receive information as it becomes available.

How do I order from the SEWP Contract?

The internal ordering process of each Agency varies. The process and accompanying forms for Purchase Requests (PRs) and Delivery Orders (DOs) issued against a SEWP contract are defined by the issuing Agency and not NASA SEWP. The typical process, however, is for an end-user to determine a requirement and generate a PR. The PR along with any necessary funding information is sent to that Agency's procurement office, which results in the issuance of a DO. Any valid Federal Agency DO form and the associated Delivery Order number may be used. NASA SEWP does not issue DOs; these must be issued through the issuing Agency's procurement office.

Some Agencies have special requirements for issuing IT Delivery Orders. It is the Issuing Agency's Contracting Officer's (CO's/KO's) responsibility to be aware of any Agency-specific policies regarding issuing orders via existing contract vehicles and Government-Wide Acquisition Contracts.

SEWP Delivery Orders must be routed to the NASA SEWP Program Office either via fax at 301-286-0317 or sewporders@sewp.nasa.gov. Do not forward orders directly to a Contract Holder. Contract Holders may only accept Delivery Orders through the NASA SEWP Program Office and the orders must have an assigned SEWP tracking number, referred to as an OSN (Ordering Sequence Number). The SEWP [fax cover sheet](#), or similar form providing contact information, should accompany all orders.

The processing time is typically less than one business day between the receipt of a Delivery Order at the NASA SEWP Program Office and delivery of the order to the appropriate Contract Holder. If an order cannot be processed due to incomplete or incorrect information, both the issuing CO and the Contract Holder will be contacted by a member of the NASA SEWP Customer Service staff. When an order is processed, e-mail confirmation is sent to the issuing CO upon request.

All Delivery Orders over \$5 million must include the SEWP Fair Opportunity Form or equivalent information with the Delivery Order. [PDF Form](#) [DOC Form](#)

What is the current surcharge (handling fee) for using the SEWP contracts?

The SEWP surcharge for all orders is a base of 0.45% with limits as noted below:

Order Amount	Fee
\$0 - \$2,222,222	0.45%
\$2,222,222 and up	\$10,000 cap

SEWP reserves the right to adjust all surcharge rates as the NASA SEWP budget requires. These fees are effective Nov. 1, 2010.

A Quote may have the fee separately listed using the SEWP-Z CLIN or the fee may be incorporated in the product prices and not shown as a separate line item. If the fee is not separately shown on the quote, do not include it as a line item on your order

Note that the cap is applied on a per-order and modification basis. If an order exceeds \$2,222,222, the fee will be capped at \$10,000 for that order. If a mod is placed that increases the order amount, the fee is reapplied for the modified amount; e.g. if the mod is for \$1 M, the total fee for the order, including the mod, will be \$14,500.

When do End Of the Fiscal Year orders need to be sent?

The award date for Delivery Orders made against SEWP Contracts is the date the order is signed by the Issuing Agency's Contracting Officer. Therefore, any order signed and dated by the Issuing Agency's Contracting Officer on or before Sept. 30, 2012 is considered to be an FY12 order, even if the order arrives at the NASA SEWP Office after Sept. 30, 2012. The SEWP Program Office is open extended hours during September including up to Midnight ET on Sept. 30.

What is the delivery time for SEWP orders?

The delivery time varies based on the size, complexity and type of the order. Quotes should include a delivery timeline. If one is not provided on the quote, a maximum 30-day delivery time is assumed.

The SEWP Program Office tracks delivery time based on the customer's expected delivery time provided on a Delivery Order. If the Contract Holder is unable to meet the expected time, they must delay acceptance of the Delivery Order until a new delivery time is mutually agreed upon by the Customer and Contract Holder.

Can my Delivery Order / Lease / Purchase Agreement extend beyond the Contract End date of 2014?

From the SEWP Contract:

A.1.3. PROCEDURES FOR ORDERS

"Such orders may be issued from the effective date of the contract through the ordering period. Any order issued during the effective period of this contract and not completed within that period shall be completed by the Contractor within the time specified in the order. The contract shall govern the Contractor's and Government's rights and obligations with respect to that order to the same extent as if the order were completed during the contract's effective period; provided, that the Contractor shall not be required to make any deliveries under this contract after the last date of the last item to be delivered in the issued Delivery Order schedule."

SEWP Program Office guidelines:

- » April 30, 2014 is the end date of the effective ordering period of the SEWP IV Contracts. The end of performance for a Delivery Order is based on the end date of that Delivery Order. The Contract Holder is obligated to continue to perform until all deliverables are met. This includes warranty, maintenance, installation and other in-scope services.

- » Delivery Orders can extend beyond the end of the SEWP IV contracts; however, substantive modifications to an existing Delivery Order are not recommended unless optional line items were requested at the time of quote in the RFQ and incorporated into the awarded delivery order at the time of award.
- » Administrative modifications to Delivery Orders signed before or after the end of the SEWP IV contract period are allowed.

Some examples:

- » Product based leases can extend beyond the end of the SEWP Contract period including options set-up prior to the end of the SEWP Contract period. However, no new items may be added to the lease and no new options can be added after the end of the SEWP Contract period.
- » Multi-year warranty and software licenses can extend up to 5 years beyond the end of the SEWP Contract period. However, no new items may be added to the warranty or license; warranty and licenses cannot be renewed or extended beyond the period of performance including options set forth in the original Delivery Order.
- » A Delivery Order may include option years that extend beyond the end of the contract period if, at a minimum:
 - » The order is placed before the end of the contract period
 - » No substantive changes are made to the Delivery Order after the expiration of the contracts; for example, adding more products to the order
 - » The option years do not extend more than 5 years after the end of the contract period

How does the requirement in FAR Part 17.502-1(a) affect SEWP?

FAR Part 17.502-1(a) requires a best procurement approach analysis be conducted prior to utilizing a GWAC or interagency contract. If you would like assistance in the analysis for using the SEWP contracts, please contact the SEWP helpline at 301-286-1478 / help@sewp.nasa.gov



Each year more than 60 Federal Agencies use SEWP. Listed below are some of the reasons we've been told customers prefer the SEWP contracts.



1 Speed - Everything is handled in one business day. Products are added, orders processed, inquiries responded to - all within one business day.

2 New Product Availability - Products are added daily based on user requirements. SEWP is a dynamic catalog where the product availability is based on requests; not requests based on the availability.

3 Customer Service - SEWP was recently branded the Gold Standard for Customer Service in Washington Technology and noted as "King of the Contracts" by Meritalk. A full customer service staff is available to assist users every step of the way. Contact help@sewp.nasa.gov or (301)286-1478 for further details.

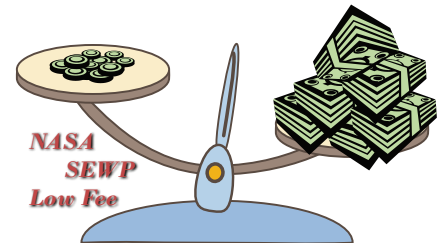
4 Tracking and Communication - SEWP tracks all orders through delivery and provides continuous feedback and reporting to buyers and Contract Holders.

5 Assistance - If there is a problem, SEWP works with Contract Holders and customers to resolve any issues.

6 Low Price - Product prices, in general, tend to be lower on SEWP due to contractual set-up, oversight and intense internal competition.

7 Small Business (21 Contract Holders) and the availability of Service Disabled Veteran Owned Businesses (SDVOSB)

8 Outstanding On-line Tool Set - especially a robust Request for Quotes (RFQ) tool for asking Contract Holders for Quotes as well as addition of new products to the contracts.



9 Outstanding Tools for Contract Holders - While customers do not see this directly, the tools assist in reporting, tracking and communication.

10 Government Oversight of the Entire Process - SEWP has oversight regarding everything that occurs on these contracts.

11 Free On-site Training (plus a free on-line training video) Email events@sewp.nasa.gov for further information

12 (and this is truly at the bottom) - Low fee plus cap (In FY2010, the actual fee percentage charged was 0.39% overall due to the \$10,000 per order cap.)





SEWP IV Mini-Quiz

The following questions will test your knowledge of the SEWP Program and Contracts. We will address any questions that you are unsure of during today's training.

1. What does the acronym SEWP stand for?
 - a. Solution for Engineering Workstation Procurement
 - b. Science and Engineering Workstation Purchasing
 - c. Solutions for Enterprise Wide Procurement
 - d. Scientific and Engineering Workstation Procurement
2. What version is SEWP in?
 - a. SEWP II
 - b. SEWP IV
 - c. SEWP V
 - d. SEWP VIII
3. The best way to ensure your orders get processed before anyone else is:
 - a. have the most orders
 - b. be extra nice to the SEWP staff
 - c. have the orders arrive before anyone else's
4. What is SEWP's mascot?
 - a. Astronaut
 - b. Duck
 - c. Space Shuttle
 - d. Pluto
5. Which Federal Agency facilitates/manages the SEWP contracts?
 - a. GSA
 - b. OMB
 - c. NASA
 - d. NIH
 - e. WalMart
6. What is the maximum time it typically takes SEWP to process orders, add items to contracts, respond to queries...?
 - a. 2 Weeks
 - b. 1 Business Day
 - c. 3 Business Days
 - d. 1 Month
7. The SEWP Program Office strives to:
 - a. be the biggest GWAC
 - b. solidify its reputation as an innovative, customer-focused program
 - c. provide funds to NASA

8. How many Companies hold active pre-competed SEWP IV contracts?
 - a. 2
 - b. 15
 - c. 38
 - d. 100
9. Product availability on SEWP should be determined by:
 - a. Catalog Search
 - b. Request for Information (RFI)
 - c. Request for Quote (RFQ)
 - d. b or c
10. If a quote is displayed in the Quote Request Tool (QRT) in response to an RFQ, the items have been verified as being on the contract and properly priced.
 - a. True
 - b. False
11. Fair Opportunity requires agencies to:
 - a. ask all contract holders within a group for a quote
 - b. restrict quoting / searching to a single group at a time
 - c. provide time for contract holders to add requested items to their contract
 - d. All of the above
 - e. None of the above
12. The following services are limited to 10% of an order:
 - a. Maintenance
 - b. Software Development
 - c. Installation
 - d. Training
 - e. All of the above
13. The following item cannot be purchased through SEWP competed contracts:
 - a. Laptop
 - b. Chair
 - c. TV
 - d. Installation
 - e. Warranty
14. NASA gets official credit whenever an order is placed to a SEWP small business by another agency.
 - a. True
 - b. False
15. It is required that Delivery Orders be sent to the SEWP Program Office before being fulfilled.
 - a. True
 - b. False
16. The SEWP V contracts are scheduled to begin on:
 - a. Sept. 30, 2015
 - b. May 1, 2014
 - c. June 1, 2013
17. If you have a question regarding SEWP's scope or processes you should:
 - a. email help@sewp.nasa.gov
 - b. call the SEWP Helpline at 301-286-1478
 - c. ask your relatives
 - d. Either a or b



Customer Survey

	1=Excellent	2=Very Good	3=Good	4=Poor	N/A
Content					
Web Tool Presentation					
Handouts					
Job Relevance					
Comments					

New!

Quote Request Tool (QRT) makes it easy to use SEWP!
Details on page 6.

2012-2013 NASA

SEWP IV

Contract Guide

Inside Your "How To" Guide To SEWP IV

- 3 It Occurs To Me...
- 4 Beyond The Vision
- 5 The SEWP Recipe
- 6 Online Quote Request Tool (QRT)
- 8 IT Buying Is Easy Using SEWP!
- 10 Customer Service From Start To Finish
- 12 SEWP Solution Central
- 14 Supporting Customers and Contract Holders
- 16 Outreach=Two-Way Communication
- 18 OTFL One-On-One's with SEWP Contract Holders
- 22 SEWP Contract Holders

**CHAT with
SEWP Customer Service**
www.sewp.nasa.gov
Click on the CHAT button

Industry leading solutions. Industry leading service.

immixGroup is nimble and responsive to SEWP customers. Our automated processes allow us to quickly add new products and handle procurements of any size. And with **more than \$530 million in business through our SEWP contracts**, we have the experience, relationships, and selection to ensure you get the technology solution that's right for you.

- **Enterprise class technology portfolio** necessary to fulfill your mission
- More than **300,000 products** from over 400 different manufacturers
- **ISO 9001:2008** registered business processes

Visit **www.immixGroup.com/SEWPIV** for the latest product information or contact our SEWP program manager directly at 703.663.1147 to find out what we can do for you.



immixGroup



SEWP IV Contracts:

- **Group C:**
#NNG07DA20B
- **Group D:**
#NNG07DA64B



It Occurs To Me...

By Jeff Erlichman, Editor,
On The FrontLines Magazine

SEWP At Your Service

Office Hours: Monday - Friday, 7:30 AM ET to 6:00 PM ET

Helpline: (301) 286-1478; help@sewp.nasa.gov

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Web/CHAT: www.sewp.nasa.gov (Click on the CHAT button)



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The 2012-2013 SEWP IV Contract Guide

WELCOME TO THE 2012-2013 NASA SEWP IV CONTRACT GUIDE.

For buyers of IT products and product based-services, SEWP not only stands for "Solutions for Enterprise-Wide Procurement", but is synonymous with customer service.

This NASA-operated, OMB-authorized GWAC (Government-Wide Acquisition Contract) provides civilian and DOD IT buyers with the most current IT products and product-based services at competitive prices at the lowest service fee of any GWAC — 0.45% of order fee capped at \$10,000.

IT buyers use SEWP to buy everything from tablets to servers to supercomputers; from software to networks to the much sought after cloud related services such as IaaS, SaaS and PaaS.

Joanne Woytek, SEWP Program Manager told OTFL the reason SEWP is so popular with government IT buyers is their dedication to customer service. Plus SEWP operates on a 1-day business clock.

"It sounds simple enough, but we really are customer service oriented. And if they use us once they'll find out that that means something to know that we will be there from cradle-to-grave in terms of their order," she explained. "And we will help them in any way we can when they have issues."

SEWP also prides itself on its speed of service. "We work on a 1-business day clock," Woytek noted. "Everything we do; every interaction we have has to be handled within one business day. It's very practical for us because we are so busy, otherwise we'd never catch up."

That includes updating products on SEWP. "The contracts are updated daily based on the requirements of our customers. So as long as what they want is in scope the customer can get what they want through our contracts."

Reasons To Use SEWP

Inside the Guide, you'll find lots of useful, practical information on how to buy IT using SEWP. You'll learn about SEWP's customer-friendly service team, the online tools and how SEWP works with customers and Contract Holders.

So, when you are ready to buy the IT you need, look no farther than SEWP. Bank on:

1. New Product Availability — Products are added daily based on user requirements. SEWP is a dynamic catalog where the product availability is based on requests; not requests based on the availability.

2. Speed — Everything is handled in 1-business day. Products are added, orders processed, inquiries responded to — all within 1-business day

SEWP's Low Fee	
Order Amount	Fee percentage
\$0 - \$2,222,222	0.45%
\$2,222,222 up	\$10,000 cap

Source: SEWP Website, July 2012



Joanne Woytek
SEWP Program Manager

Mission: "SEWP is an established and agile leader in the federal acquisition community. The SEWP program office manages a suite of governmentwide IT products solution contracts that provide NASA and all federal agencies with timely access to mission critical technologies.

The program provides best value and cost savings for the federal government and the American taxpayer through innovative procurement tools and processes, premier customer service and outreach, and avocation of competition and cooperation with industry."

Vision: "SEWP will solidify its reputation as an innovative, customer focused program, as it seamlessly transitions to SEWP V, and it will be a visible, leading contributor to NASA and the federal IT acquisition community."

Customers Take Note: When SEWP V is awarded, all orders awarded under SEWP IV will be still be in force. There is no reason to delay orders waiting for SEWP V.

SEWP is:

- Open to all federal agencies including DOD
- 38 competed Prime Contract Holders includes:
 - 17 small businesses (including SDVOSB (Service Disabled Veteran Owned Small Businesses) and 8(a)s)
- 4 8(a) Set-Aside Contractors.
- 4,000 manufacturers represented
- 2+ million unique products available (updated daily)

3. Customer Service — A full customer service staff is available to assist users every step of the way.

4. Low Price and Low Fee — Product prices, in general, tend to be lower on SEWP due to contractual set-up, oversight and intense internal competition. Additionally, the SEWP Fee is 0.45% and is capped at \$10,000.

5. Government Oversight of the Entire Process — SEWP has oversight regarding everything that occurs on the contracts. SEWP establishes these contracts and manages them throughout the life of the contracts.

In FY2011 SEWP fulfilled 24,000 delivery orders (DO) worth over \$2.3 billion. 48% went to small business. More than 70 agencies and 10,000 customers took advantage of SEWP's 1-day business day is standard operating procedure.

Be assured you'll be in good company when you use SEWP. So why not chat with them now? ■

Beyond The Vision

At SEWP, the question always is: "What does the customer still need from us?"

SUCCESSFUL ORGANIZATIONS TAKE THEIR MISSION AND VISION STATEMENTS VERY seriously. It's the words they live and work by.

So why would an organization such as SEWP — one that has been so successful — take the time and effort to update statements that to most people seem to be working just fine?

The reason why Joanne Woytek, SEWP PM said was simple: "We decided that we reached our initial vision of being the best in customer service."

OK. So now what? Because as the SEWP staff will attest, Woytek is "often happy, but never satisfied". That means the staff will have to work even harder to stay the best.

Leadership Role

Woytek said the growth of SEWP also meant "we needed to decide if we were going to play a leadership role or not."

"We decided that we really wanted to be seen as a leader and to embrace that leadership role. So our mission now starts with as an established and agile leader in the federal acquisition community," Woytek continued. "So that was a major change in our focus."

Solidify Reputation For Innovation

Woytek said the new vision statement "will solidify the SEWP reputation as an innovative, customer focused program as it seamlessly transitions to SEWP V and be a visible, meaningful

contributor to NASA and the federal IT acquisition community."

Woytek brought together the entire SEWP staff to get input and craft the new statements. "We used a program to put together a vision and mission that made sense. They are real statements," Woytek said. "The vision is where we want to be in 2 years; the mission is what do we do now."

With its two main components to deliver the right technology to government IT buyers and save money for the taxpayer, SEWP has embraced an IT model for aimed at serving government's future IT needs; a government that will rely more and more on cloud-based services such as PaaS, SaaS and IaaS to deliver apps to an increasingly mobile workforce. ■

SEWP V Buzz Is Beginning



Joanne Woytek
Program Manager
SEWP

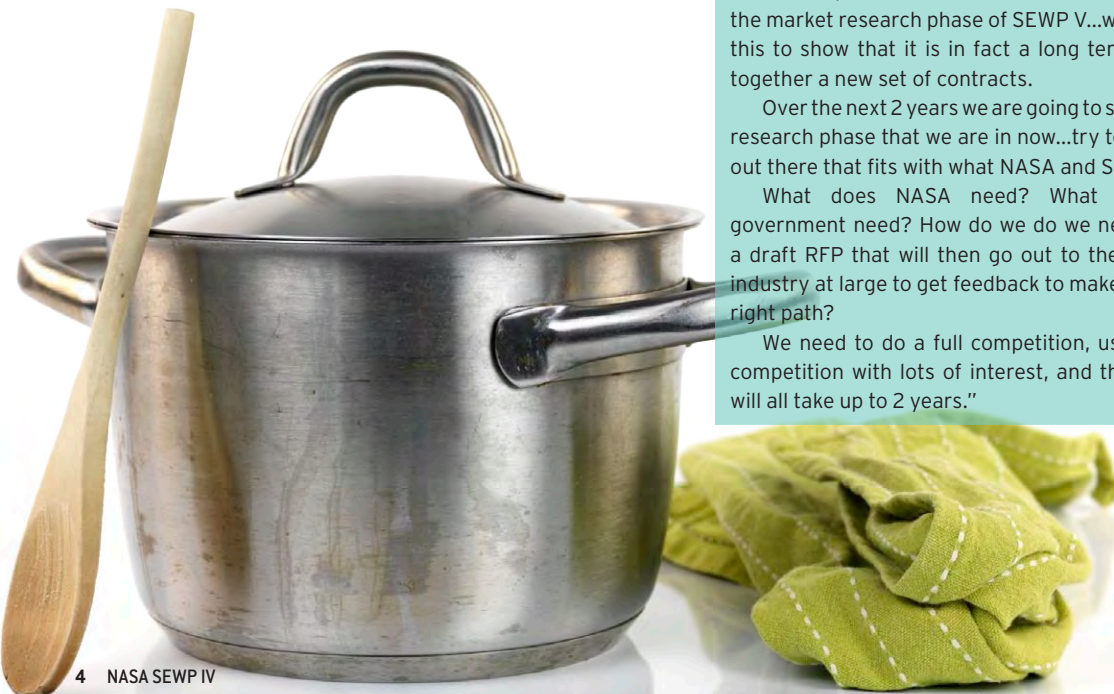
SEWP IV authorization ends in 2014. Already there is buzz about SEWP V, a process that will take up to 2 years.

"On May 1st which happened to be 2 years before the end of SEWP IV, we made the announcement that we had begun the market research phase of SEWP V...we always tell people this to show that it is in fact a long term program putting together a new set of contracts.

Over the next 2 years we are going to start with the market research phase that we are in now...try to determine what is out there that fits with what NASA and SEWP provides.

What does NASA need? What does the federal government need? How do we do we need to put together a draft RFP that will then go out to the public at large, to industry at large to get feedback to make sure we are on the right path?

We need to do a full competition, usually a very heavy competition with lots of interest, and then award, and this will all take up to 2 years."



The SEWP Recipe

SEWP is a multi-award Government-Wide Acquisition Contract (GWAC) vehicle focused on IT products and product based services.

As an OMB authorized GWAC, SEWP contracts can be used by all federal agencies. DOD users only need to complete the free training to be authorized to use SEWP.

All IT Products Are In Scope

What is in scope? The basic buckets are IT — including cloud-based services — AV or supporting IT.



The Contract Holders offer a wide range of advanced technology including tablets, desktops and servers; IT peripherals; network equipment; storage systems; security tools; software products; cloud based services; video conferencing systems and other IT and audio-visual products.

Product-based services such as installation, training, maintenance and warranty are also available through SEWP.

Supporting services must be product related such as installation, training, site planning and warranty. “The things that can get you up and running with that product; SEWP is not a support contract. SEWP is not a labor services contract,” said Woytek.

In scope are cloud computing, SaaS, virtual computing and storage — all those buzz words of today are available through these contracts as people define them. “Many are in development stage in terms of requirements, but once defined can be purchased through this contract,” added Woytek.

Free Training for Buyers, Contracting/ Procurement personnel and Contract Holders!



The SEWP customer base is the entire government including DOD says Woytek. So, SEWP provides on-site, online and video training throughout the year inside and outside the Lower 48.

Someone is on travel every week somewhere. “We take training on the road and we can be anywhere in the world at any given time,” said Woytek. To schedule free on-site training, email events@sewp.nasa.gov for further information.

Live Chat/Ticketing Process/ Help Desk



The Online Chat Tool is one of the many ways to get in touch with the Help Desk. It is a way for a customer to ask a quick question and get a quick response back from customer service representatives who if cannot get an answer right there, will get a Help Ticket started.

The Help Desk Ticketing process is a SaaS (Software-as-a-Service) application in the cloud according to Woytek.

“It is an example of what you can purchase off of SEWP — which we did — and helps us better track our help questions that come in. We use it to track orders also so that we finish up the one piece that was missing in our full tracking capability — the person to put it into the system as it comes in.”

User Friendly Online Tools: On Demand, Dynamic Catalog Meets Your On Demand Needs



The question is not is whether an IT product is on SEWP, the question is what do you want to purchase? And if it's not on SEWP, the product can usually be added within 24-48 hours.

With SEWP there is no real static, “printed” catalog, only an on

demand catalog. When you need a product to be added to SEWP, Contract Holders take your request and add those products as long as they meet SEWP pricing and scope requirements.

Think of SEWP as having a database with a request system where you tell potential suppliers what you need and you get it. IT certainly isn't static, so why not use an IT catalog that changes as products change and your needs change.

You can find an exact fit for your needs at the best overall value by searching the SEWP website and choosing the right solutions offered directly by leading hardware and software manufacturers and experienced government integrators.

Low 0.45% Fee, Low Prices



SEWP offers low prices that are generally lower than GSA Schedule. SEWP has the lowest surcharge (0.45%) and the easiest and fastest ordering procedure using pre-competed contracts. Plus there is a \$10,000 cap on the fee.

1-Day Turnaround Business Model Means Customer Service Is King



Benefit from a 1-day turnaround business model where you get personal service when you need it to augment online services such as quotes, product verification and faster ordering with continuous proactive tracking. Based on your experiences, Contract Holders are rated, with results public.

Follow SEWP on Facebook and Twitter

You can link to Twitter and Facebook from the SEWP website.



Find out about training opportunities and where the SEWP staff is taking their message. Another tool in the SEWP arsenal it gives those who want to use Web 2.0 tools to find out at least once a week what's happening in the world of SEWP.

Contract Holder Groups

Five Groups:

Groups A-D are competed.

Groups A - VARS and Computer Systems OEMs (Mostly large)

Group B - Service Disabled Veteran-Owned Small Business (SDVOSB)

Group C - Small Business set-aside VARS

Group D - VARS

Group E - Non-competed 8(a) set-aside contracts.

Contract Holder Accountability

To make sure issues are resolved, SEWP has two Contract Holder Relationship Managers (CHRM). They help Contract Holders when they have problems. They also assist SEWP customers resolve any issues or concerns they may have with a Contract Holder.

[Click here to see Contract Holder ratings.](#)

New! Quote Request Tool (QRT)!



The new improved SEWP Quote Request Tool includes many new features expressly requested by SEWP users.

[Get all the details on page 6.](#)

New! Online Quote Request Tool (QRT)

SEWP is known as a contract that never stands still. The new Quote Request Tool (QRT) responds to customer requests and makes buying easier than ever.

JOANNE WOYTEK SAID THE QRT, WHICH IS THE ONLY RECOMMENDED METHOD for SEWP users to ensure they are receiving the latest technology at the most competitive prices, was redesigned on a new software platform, increasing the functionality, enhancement capability and stability of the tool.

A video highlighting the new features is available on the SEWP Website under 'Hot Topics'.

According to SEWP, new features introduced as part of the redesign include:

- **Save Draft** — Users now have the ability to save a draft of their Request. This feature enables users to begin creating a Request, save it and return later to complete.
- **Enhanced Home Page** — The home page of the tool now provides the user with the ability to perform many common tasks, including reviewing quotes, extending the reply-by date, and adding additional points of contact, without having to scroll through a quote to make changes.
- **Page-by-Page Request Creation** — In contrast to the prior version of the tool, which was composed of a single webpage with multiple fields to complete a Quote Request, the new tool isolates the steps over a progressive sequence of pages, for simplicity and clarity. (When Step 1 is completed, the user is advanced to Step 2, 3, etc.)
- **Additional Points of Contact** — Now, instead on a single alternate contact, requests can have 'multiple' alternate contacts, enabling further collaboration amongst users and internal departments. NOTE: Alternate points of contact must still be registered with the QRT tool to have access to the originator's information.

- **Request for Information (RFI) Request** — In addition to the ability to send out a Request for Quotes (RFQ)

SEWP Online!

The SEWP website is filled with powerful tools and information a buyer needs to do market research, create an RFQ, make the award and track the order – and chat too if needed!

Powerful online tools available to customers include:

- **NEW Quote Request Tool (QRT):** The new SEWP Quote Request Tool (QRT) makes it easier than ever to use SEWP. The new QRT Tool replaces the legacy RFQ tool.
- **Manufacturer Lookup:** Lists all Original Equipment Manufacturers (OEMs) whose products are available on one or more SEWP contracts. Selecting a manufacturer will display more details including the SEWP Contracts with that Manufacturer and a link to the OEMs website.
- **Quote Verification Tool:** This is used to verify and display quoted line item information from the SEWP catalog. This tool will also provide information regarding authorized reseller status and savings off the SEWP catalog price. This tool should only be used to verify quoted information.

or Market Research Request, users can now send out a Request for Information (RFI), for technology research purposes. NOTE: An RFI is strictly informational and SHOULD NOT be used to issue a Delivery Order.

• **Online Password Reset** — Users can now reset their own passwords from the login page of the QRT, no longer necessitating a phone call to SEWP to request the reset. However, users are always welcome to call the SEWP Helpline for any assistance needed.

• **Transmitting Credit Card or Delivery Orders from the Quote Request Tool** — The home page of the tool includes a link to create a credit card order or attach a delivery order, transmitting it directly to the SEWP Program Office for final processing.

• **Estimated Dollar Amount** — Users now have the ability to provide an estimated dollar amount of their quote, informing Contract Holders of the size of the project requested.

• **Documentation Enhancements** — For improved utilization, multiple documentation fields have been implemented, including the following:

• **When users cancel a Request within the tool**, it now enables the user to document the reason which is provided to the contract holders as part of a cancellation message.

• **De-selection of companies** during the creation of a Request now requires entry of a reason for the action taken. This feature was added to heighten user awareness of Fair Opportunity and to document any deviations from this requirement.

Customers needing assistance exploring the new features can contact the SEWP helpline at 301-286-1478 or send comments to help@sewp.nasa.gov.

The screenshot shows the SEWP Online Quote Request Tool (QRT) interface. At the top, there's a navigation bar with 'Home', 'Create', and 'Search' links. Below this is a 'Search Results' section with a 'New! Quote Request Tool (QRT)' badge. An 'Icon Legend' explains various icons: edit contacts, details, modify request, quote review, award notification, extend request date, create a credit card/delivery order, and cancel request. It states '14 Requests found, displaying all Requests.' Below is a table with columns: Request Seq, Closing Time (ET), Status, Subject, My ID, Alternate Contacts, and Action. The table lists three requests: 98959 (10Gb Fiber Modules and Cables), 98894 (2 UPS units), and 98655 (Snagit software).

Request Seq	Closing Time (ET)	Status	Subject	My ID	Alternate Contacts	Action
98959	11/23/10 11:59 PM	ENDED	10Gb Fiber Modules and Cables	Joanne Woytek		[Icons]
98894	11/19/10 11:59 PM	ENDED	2 UPS units	Darlene Coen		[Icons]
98655	11/15/10 11:59 PM	ENDED	Snagit software	Joanne Woytek		[Icons]



Reap the Benefits of Virtual Desktop Infrastructure

» Virtualization has had a dramatic effect on the way data centers operate. And now organizations of all sizes want to apply this same cost-cutting technology to their employees' PCs. Thanks to virtual desktop infrastructure (VDI), this is possible. VDI offers:

- Advanced virtualization technology to implement secure telework solutions
- Centralized management of all your desktops with easy updates and instant provisioning
- Enhanced security with the ability to lock down images and protect data
- Power savings with thin client VDI
- Near-zero downtime caused by hardware failure

Start out on the right foot with GovConnection.

With GovConnection, you can discuss your plans directly with our VDI experts. We'll work with you from the start to develop, implement, and manage the right solution for your present and future needs.

☎ We are your Cloud Connection™ solutions provider. Call your Account Manager today to find out what VDI can do for your organization.
Contract #NNG07DA32B



1.800.302.SEWP (7397)

sewp@govconnection.com
www.govconnection.com/vdi

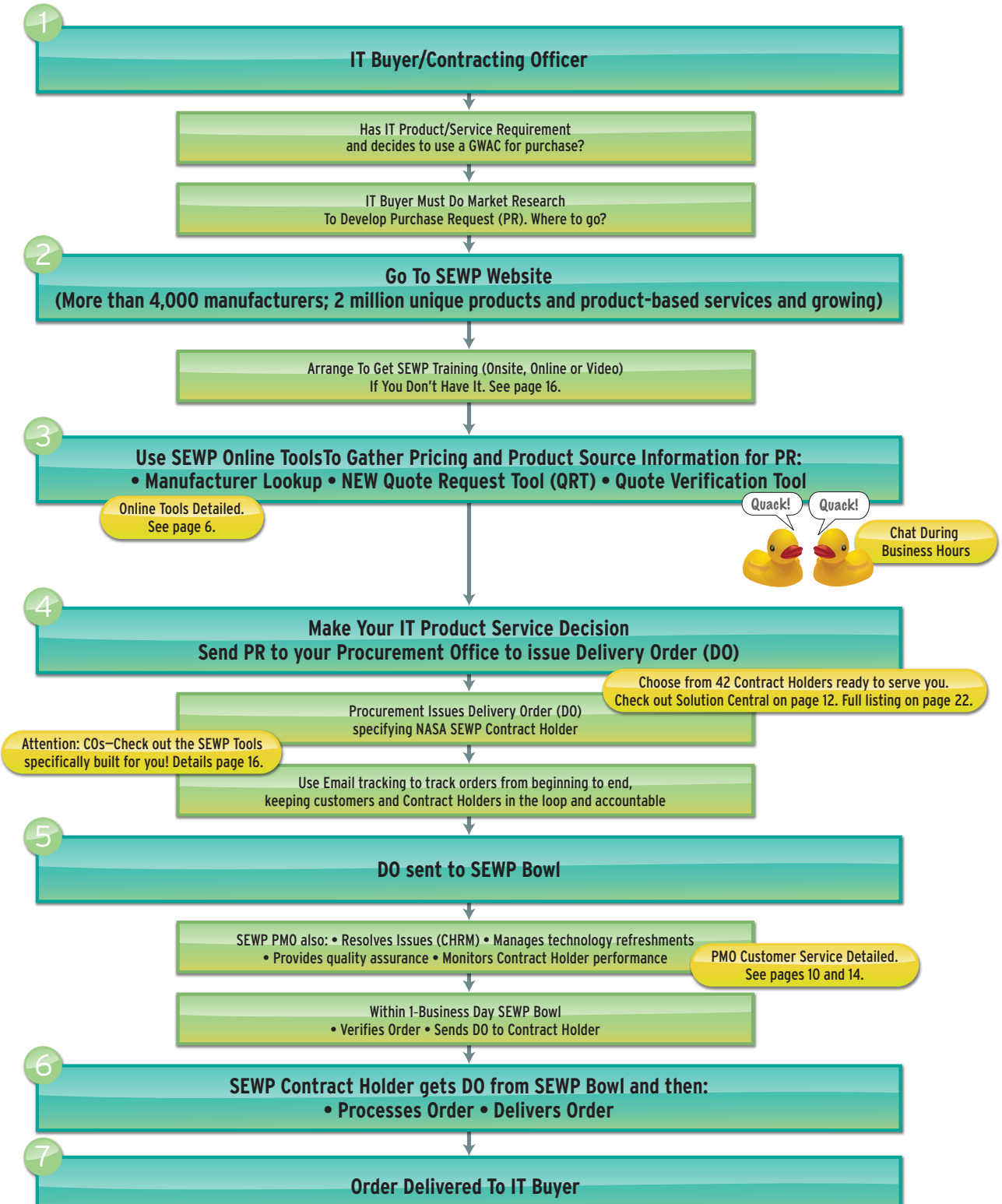


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GovConnection®
Gov is all you need™

IT Buying Is Easy Using SEWP!

Buying IT from SEWP is easy. From market research to issuing a delivery order to getting the order delivered, the SEWP team is with you every step of the way.



CA Technologies is proud to be a part of SEWP



CA Technologies delivers solutions that can help you accelerate, transform and secure your IT. Our solutions enable the public sector to innovate IT and better meet the demands of today's world.

+ Learn more at ca.com/publicsector

agility
made possible™



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Customer Service From Start To Finish

From pre-order to order processing to post-order support, SEWP has you covered.

NO CONVERSATION WITH SEWP PM JOANNE WOYTEK WOULD BE COMPLETE without talking about the importance of her “often happy, never satisfied” watchwords.

“The meaning of ‘always happy, never satisfied’ is that we have a great program; we think that we are one of the best if not the best out there; but there’s always more that can be done,” explained Woytek.

SEWP operates as a team. So, when a customer sends a request to a staffer — and they are not there — another staffer is there to help and service the request.

SEWP has a chat line during business hours in addition to email and phone communication. Customers know that any communication they have with SEWP will get a response within 1 business day.



Joanne Woytek
SEWP Program Manager

“So it’s not just that we say we want great customer service; we hear from our customers that when they deal with us they deal with people. They get phone calls back, not only do they get phone calls back, but they get answers when they call within a day, usually within minutes. And the way we operate is that everybody is part of that team...so that our customers see this as a seamless help area for them.”

“Customers can call on us any time there is an issue and we offer mediation between the customer and the contractor if needed. We can use our power to get things resolved.”

Lifecycle support begins with **Pre-Order Support** using online search and quote tools and RFQ tracking. Customer service answers questions on quotes and processes.

Upon making the award, **Order Processing** support accepts, checks, processes and forwards orders (includes credit cards) to the Contract Holder. Customer service reconciles and tracks orders.

Post-order Support includes processing and posting order status data and assisting in any order resolution and performing QA checks on order satisfaction.

All of this is backed by a customer service staff for Helpline

Lifecycle Support

SEWP customer lifecycle support starts before the customer makes the decision to use SEWP and ends only after the customer is fully satisfied.

“We do a lot of quality checking throughout the process both internally and externally for our customers and we always want to hear from our customers as things occur,” Woytek noted.

and Order Processing with long-term experience and direct access to four Civil Servants and 30 other contractor support staff.

Working directly with SEWP Contract Holders are two Contract Holder Relationship Managers (CHRM). They have daily interaction with Contract Holders and provide mediation, support and oversight of Customer/Contract Holder interaction. ■

Support through Procurement Lifecycle

• Pre-Order Support

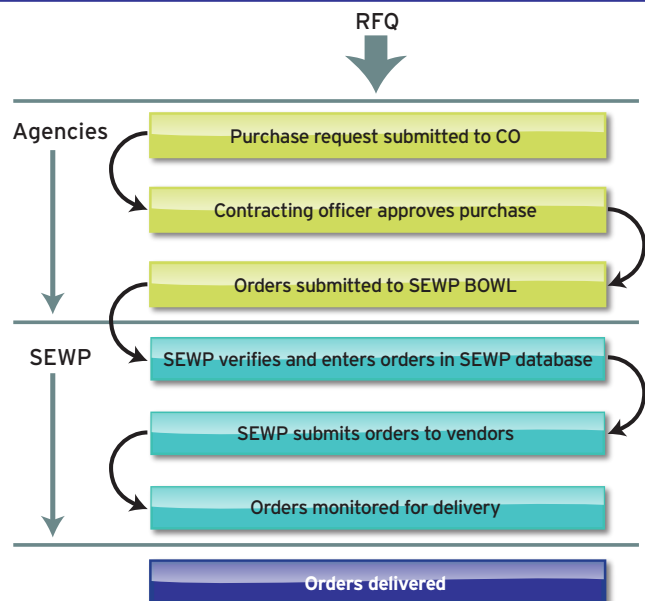
- Online Search and Quote tools and RFQ tracking
- Answer questions on quotes and processes

• Order Processing

- Accept, check, process and forward orders (includes credit cards)
- Reconcile and track orders

• Post-order Support

- Process and post order status data
- Assist in order resolution and QA checks on order satisfaction





For quick and cost-effective IT solutions, turn to PC Mall Gov

When your deadline is as tight as your budget, you need an IT services provider with a proven record of delivering solutions that are effective, affordable, and flexible. You need PC Mall Gov.

As the holder of two SEWP IV contracts, we make your procurements easy, affordable, and fast. Whether your agency needs a single PC or an entire data center, we'll help you get just what you need at lowest price in the least amount of time.

By partnering with PC Mall Gov, you get:

- ▶ Rapid turnaround times
- ▶ Expansive product offerings from hundreds of leading manufacturers
- ▶ Dedicated Project Managers to assist your deployment and integration
- ▶ Task order tracking and free on-site training directly through SEWP

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Partnerships with Leading Manufacturers:

Adobe, Apple, Cisco, HP, IBM, Lenovo, Microsoft, Oracle, Symantec, and VMware

Leading Contracts:

GSA Contract #GS-35F-5946H • ECS III Contract #263-03-D-0543 • NASA SEWP IV Contract #NNG07DA08B and #NNG07DA62B

SEWP Solution Central

Affigent

Affigent

<http://www.affigent.com>

Affigent is the 4th largest overall prime contractor and the #1 small business on SEWP IV. It provides a comprehensive suite of full lifecycle solutions consisting of four integrated enterprise-wide service components:

- Enterprise software and Cybersecurity
- Networks and Communications
- Infrastructure and Physical security
- Data Center Transformation

Affigent partners with hardware manufacturers, software developers, professional consultants, security and systems integration companies to deliver a wide spectrum of technology solutions required by the federal government, including Oracle and Apple solutions.

Affigent subject matter experts, contract specialists, project managers, system architects, engineers and turnkey implementation teams can support you at any point across your project's lifecycle—from requirements and acquisition, through implementation and integration, to support optimization and asset disposal.

Affigent, LLC is a small Alaskan Native Corporation and 100%-owned by over 13,000 Alaska Natives.

To learn more, contact:

Gayle Troan, SEWP Program Manager

Phone: 703-880-4924

Email: gayle.troan@affigent.com

Geoff Warren, Oracle and Apple Operations Manager

Phone: (571) 323-5584

Email: geoffrey.warren@affigent.com



GovConnection

<http://www.govconnection.com>

GovConnection provides a full line of ready-to-purchase IT services and products (more than 450,000) to maintain your infrastructure throughout the IT lifecycle. GovConnection also offers customizable professional services to support your dynamic organization every step of the way.

GovConnection solutions fulfill the specialized needs of federal buyers for:

- Cloud Computing
- Data Center
- Lifecycle Solutions
- Networking & Optimization
- Software
- Storage & Optimization
- Desktops/Workstations
- Laptops/Tablets
- Peripherals

GovConnection helps IT and purchasing professionals make informed decisions and reduce procurement costs. Federal agencies rely on GovConnection to provide mission critical solutions in such enterprise areas as storage, security, backup and disaster recovery.

GovConnection offers overnight shipping nationwide, and overseas shipping to your OCONUS users. The company also provides full integration and testing to include RFID, UID and asset tagging. Its A+ Certified technicians can configure up to 1000 systems per day in its ISO certified integration center and they arrive ready for use.

To learn more, contact:

Yvette Gause, SEWP Program Manager

Phone: 301-610-0753

Email: ygause@govconnection.com

SEWP Dedicated Account Manager Team

Phone: 888-302-SEWP

Email: SEWP_SALES@sewp.govconnection.com



GTRI: Global Technology Resources, Inc.

<http://www.gtri.com>

GTRI provides IT hardware, software, professional, maintenance and consulting services. Over the past 10 years GTRI has successfully delivered on close to \$1 billion in hardware/services and helped agencies with large procurements and complex consulting services for mission-critical programs.

Through SEWP, GTRI offers more than 1.3 million contract line items from 3000+ manufacturers, including:

- Networking Devices
- Storage Devices
- Laptops, Workstations
- Printers, Monitors, Accessories
- Software
- Audio/Visual Products
- Security Technologies
- Systems Integration/Installation
- Maintenance Support Services

GTRI also provides Professional Services in all facets of IT planning, deploying, operations, and maintenance support in areas such as unified communications, network monitoring and management and remote desktop and server management. The company also offers an array of Support Services including world-class, 24x7 network monitoring, management, problem resolution and reporting.

To learn more, contact:

Jodi Darnell, SEWP Program Manager

Phone: 303-503-3786

Email: jdarnell@gtri.com

Barbara Beckner, Director of Capture Management

Phone: 303-898-0906

Email: bbeckner@gtri.com



immixGroup

<http://www.immixgroup.com>

The immixGroup provides commercially available (COTS) information technology hardware, software, and related maintenance to the public sector from hundreds of technology manufacturers, including IBM, Oracle, EMC, McAfee and HP.

Product segments include:

- Application Development
- Business Intelligence & Analytics
- Business Process Management & SOA
- Communications & Hardware Infrastructure
- Databases & Storage
- Document & Content Management
- Enterprise Applications
- Information Security
- Network & Systems Management

immixGroup Cyber Security Technologies help customers achieve mission assurance by providing assessment, response, prevention and detection solutions. Specialists use ISO 9001:2008 registered business processes and have extensive knowledge of each of the product suites represented so they can map requirements to the right solution.

To learn more, contact:

Ralph Scichilone, SEWP Program Manager

Phone: 703-663-1147

Email: Ralph_Scichilone@immixgroup.com

Vivek Gupta, Senior Business Operations Manager

Phone: 703-752-0673

Email: vivek_gupta@immixgroup.com

**PC Mall Gov**

<http://www.pcmallgov.com>

PC Mall Gov offers best-value IT solutions from hundreds of name-brand manufacturers. Top 5 for government: Oracle, Cisco, HP, Dell and Apple.

From single item purchases to the most complex procurements, PC Mall Gov's team is ready to help design and deploy optimized IT solutions. For customers who demand value, services and engineering excellence, PC Mall Gov succeeds by being responsive, innovative and customer focused.

The portfolio spans the entire IT lifecycle — from the initial design to implementation and continuing management and includes:

- Asset, Planning & Deployment
- Microsoft Hosting & Apple Support
- Data Center Hosting and Consolidation
- Mobile Device Management
- Cloud Computing
- Data Migration
- Networking
- Virtualization
- Security
- Storage Management

PC Mall Gov is an ISO 9001:2008 registered company with over 700 certified engineers, technicians and project managers that are experts in their field with a rich set of certifications.

To learn more, contact:

Donna Norris, SEWP Program Manager

Phone: 703 594-8188

Email: donnan@pcmallgov.com

Melissa Turner, Program Analyst

Phone: 703-594-8122

Email: mturner@pcmallgov.com

**Sword & Shield Enterprise Security**

[http:// www.swordshield.com](http://www.swordshield.com)

Providing world-class network security services and products is Sword & Shield's business. The network security services company specializes web application and network security assessments, security risk and compliance services, forensic and eDiscovery services along with best-of breed security products.

The company also provides a broader spectrum of IT products through the SEWP contract with Sales Agent Agreements with small and large companies who specialize in a variety of IT products including Dell, HP, Gateway and Cisco.

Sword & Shield partners with more than 25 security product manufacturers. Sales engineers are prepared to assist IT managers and contracting officers in procuring security products that solve security problems. Products include solutions for:

- Authentication
- Backup and archiving
- Data loss prevention
- Email and spam filters
- Encryption
- Endpoint security
- Firewall and VPN
- IDS and IPS
- Log Management and SIEM
- Scanning and auditing
- Web filters, server security
- Wireless security

Sword & Shield security engineers are highly skilled, certified, and experienced with government security in both classified and unclassified environments.

To learn more, contact:

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Email: sewp-manager@swordshield.com

Pamela Bagwell, Pre-Sales Coordination

Phone: 865 244-3541, 865-244-3500

Email: sewp-sales@swordshield.com

PRESIDIO**Presidio**

<http://www.presidio.com/>

Presidio is one of the largest and most adept providers of advanced technology infrastructure solutions. The company focus is the design, development, deployment and management of advanced technologies such as unified communications (including VoIP), security, wireless, optical, telepresence, storage, as well as supporting network architecture and Microsoft infrastructure solutions.

Presidio's team of highly certified solutions architects, engineers and program managers brings decades of experience to help government solve their most complex technology challenges. The company employs an extensive ecosystem of partners to support its government client's strategic initiatives.

Solution areas include:

- Data Center / Virtualization
- Collaboration (Unified Communications, Video, Presence)
- Security (Network & Physical)
- Mobility
- Contact Center
- Network Infrastructure and Staff Optimization

Presidio services address an agency's complete information technology lifecycle, enabling them to plan, design, implement, test and operate your technology investments. Whatever your strategic goals, "Presidio can get you there. We enable innovation."

Federal partners include: Adobe, APC Cisco, HP, IBM, Juniper, NetApp, Riverbed, Symantec and VMware.

To learn more, contact:

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Email: sbyrd@presidio.com

Katrina Drew, Sales Representative

Phone: 301-623-1893

Email: kdrew@presidio.com

**CA Technologies**

<http://www.ca.com/publicsector>

CA Technologies is proud to be part of SEWP. CA Technologies delivers solutions that can help you accelerate, transform and secure your IT.

Government can't run without effective technology. CA Technologies provides agencies with solutions that help agencies better utilize existing infrastructure and technology; or integrate new technology.

The company maintains relationships with the leading platform and networking vendors to enable strong product integration and technical collaboration including Citrix, HP, IBM, Intel, Microsoft, Novell, Oracle, VMware, Cisco, SAP, Microsoft and NetApp.

CA Technologies can help you address this complex call to action, assisting you in identifying the most efficient use of your existing IT investments, while identifying what makes the most sense for your enterprise in the future.

Its comprehensive portfolio helps agencies comply with the IT demands and regulatory requirements of Cloud First, FICAM and the Federal Data Center Consolidation Initiative (FDCCI).

The portfolio includes:

- Data center modernization and security initiatives
- Network and systems engineering: cloud services, virtual platform management, and mainframe services
- Mission essential services: data center operations and continuity of operations

Learn more at www.ca.com/publicsector

Supporting Customers and Contract Holders

When both the customer and contract holder feel as if they are getting a good deal, then you have a contract that works.

A LOT OF EFFORT GOES INTO CUSTOMER SERVICE (SEE SIDEBAR). A LOT OF effort also goes into making sure SEWP Contract Holders can deliver quality, price and performance.

SEWP is a fully competed, not a set-aside contract.

"We don't have people come in, hand us a statement and say here's a contract. It takes 2 years to compete these contracts because we want to make sure that we have a strong set of requirements and a strong set of capabilities back from our Contract Holders," said Joanne Woytek, SEWP PM.

noted this ensures SEWP Contract Holders will not only service the government, but also be successful because of their infrastructure capabilities to provide the products and services needed by customers.

"It's very rigorous requirements we go through. When we are done we want to have excellent companies who will be there for our customers and also succeed in business."

Woytek also pointed out that SEWP has always had a commitment to small business, "even in the days when we only had eight Contract Holders we had a separate set aside contract so that we could get some small businesses in."

With our Contract Holders we now have the ability to do set aside competitions to make sure we have small businesses, Woytek said. "We even have small businesses who have managed to compete within the full and open competition. It gives the customer then the ability to find good companies."

As proof, Woytek said 48% of contracts go through small businesses, a very high percentage.

The CHRM: Holding Contract Holders Accountable

The relationship between the SEWP Program Office and the Contract Holders is something truly unique in the world of IT contracting.

"We have a very strong relationship with our Contract Holders and work hard to make sure problems are resolved," said Woytek. "We have two staff members who title is Contract Holder Relationship Manager or CHRM.

The CHRM is there to help Contract Holders when they have issues. They also will help resolve issues when customers have concerns with a Contract Holder.

"We have a web site called Program Performance and it is a public website and it shows how Contract Holders are performing at the program level. No company likes not to be excellent," said Woytek.

"This is a good way to for them to know they have to keep up to date and satisfy their customers. They are motivated by their own need to be good, but also by our ratings at the program level."

In the end, Woytek said SEWP plays the 'middle man' for our customers and industry. "Our role is to help resolve issues and make sure that everybody is satisfied. It's an advocate role that helps get things going." ■

SEWP's Customer Support Center

Live Chat

Communicate with the SEWP Program Office LIVE via instant messaging.



Frequently Asked Questions (FAQs)

80% of current helpline questions are answered in FAQ's; useful for non-office hours and for do-it-yourselfers. Browse or search SEWP FAQs for a wide variety of solutions. A glossary of SEWP definitions and FAQs are available on the SEWP website.



Submit a Ticket

If you submit a service ticket to SEWP Customer Service Representatives or when you send your inquiries to the Help Line, the information is used to create service tickets in the Support Center.



You can then track the status of your ticket in My SEWP Support, which tracks communications with customers. When an email is sent to the Help Line, an automatic e-mail reply automatically acknowledges receipt and provides a tracking number.

Customers can access ticket history from the SEWP Customer Service Support portal at <https://support.sewp.nasa.gov>.

Forms and Documents

Browse the SEWP library of forms and documents and download the training video.



Scope and Statement of Work (SOW) Review

Have concerns about an SOW and/or scope of requirements? Get the answer by submitting information to help@sewp.nasa.gov for review and advice.



Quotes

- If number of quotes received is less than expected, SEWP can assist in researching the cause and solution: contact help@sewp.nasa.gov.
- If quoted price is higher than expected or otherwise questionable, contact help@sewp.nasa.gov and SEWP will research and provide recommendations.



SEWP: Currently Used By All Federal Agencies

SEWP contracts are currently used by all federal government agencies. Agencies may have specific procurement procedures for using the contracts and SEWP can provide this guidance upon Agency request. Currently there is specific information on the SEWP website for DOD, VA and NASA users.

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Innovative, Information Technology Team

Advanced IT Solutions to Enable Federal,
Innovation, Security and Agility



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Outreach = Two-Way Communication

The SEWP program team goes all over the world talking with customers about their needs and teaching them about the benefits of using SEWP.

ASK JOANNE WOYTEK, SEWP PM TO DESCRIBE SEWP'S FREE TRAINING and you'll quickly learn that it is a part of a larger SEWP outreach effort.

"We have free training, but we prefer to use term outreach with training included, because training is not the only goal of our meeting with customers," Woytek said.

"Because it's not just us training the customer, but it's the customer training us in terms of what they do. We learn an awful lot from the program point of view when we go out to visit customers."

Visit the SEWP offices on any given day and you'll find at least one team member not at their desk, but out either at a conference, trade show, customer site or partner site.

SEWP provides free onsite training to any government customer and those in private industry who are Contract Holders or manufacturers who have products on the contract.

The in-person training is a 2 hour training session on how to use the SEWP contracts. Upon finishing training, customers are awarded 2 CLPs (Continuous Learning Points). Woytek said that SEWP will go out to any agency anywhere in the world. "Most of our training is national, but we do go to Germany and Asia, wherever DOD, GSA and VA have sites."

SEWP also has a 15 minute training video (DVD copies

available) suitable for both government and industry that provides all the essential information on the contract, as well as the key ingredients to using it correctly.

Annual Symposium

Each year SEWP holds an annual symposium where government customers get into full details of a contract as diverse and flexible as SEWP. The 2013 symposium is scheduled for the spring in Washington, DC.

"It's a once a year opportunity for all our customers who can make it to spend 2½ days delving into the details of how we operate and how the contract works. All sorts of issues come up that we can't get into in a short time," explained Woytek.

It is also a great way for customers to interact with each other and the Contract Holders.

"Not the sales people, but the program managers who can talk with the customers about the issues that they are having, or concerns they have and how they can help," she said.

"So it's a very interactive and very in depth way to learn about the SEWP contract. On the last day we have a half day where we set up for each agency separately to meet with their own agency counterparts to discuss SEWP and how it works with their agency."

Requests for free on-site training or information about the SEWP annual symposium may be made either via e-mail – events@sewp.nasa.gov – or by contacting the SEWP Help Line at 301-286-1478. ■

How To Use The QRT Video!

The new QRT video shows you how to use this new tool. Also view the SEWP Training video on how to use SEWP. Both available on the SEWP website.



Mandatory Training For DOD

Customers: According to the Defense Procurement and Acquisition Policy Office, SEWP training is needed in order to issue SEWP IV Delivery Orders.

Registering and viewing this video will provide a provisional certification (maintained by SEWP office) to allow SEWP IV ordering until free training at your site can be arranged. If interested in registering multiple people please send your list to events@sewp.nasa.gov.

No Mandatory Training For Civilian Customers: While not mandatory, it is encouraged for all procurement and technical personnel involved in using SEWP IV. Requests for free on-site training may be made either via e-mail – events@sewp.nasa.gov – or by contacting the SEWP Help Line at 301-286-1478. In the meantime view this video.

Attention Procurement Personnel!

SEWP Resources Tailored To Your Needs!

Contracting Officers, Contract Specialists, and other procurement personnel want a view of the SEWP website tailored to their specific interests and requirements. Here you'll find links to the SEWP Contracts, information on ordering procedures, contact information for our contract holders, and SEWP Tools.

Check out these useful links!

Authorizing Government Contractors

SEWP Contracts, Statements of Work, 1449s, etc.

Ordering Information

Fair Opportunity and SEWP Multi-Award Contracts

Contract Holder Contact Information

Authorized Sales Agents

SEWP Tools

The SEWP Program Office SEWP Procurement Information

FROM REQUIREMENTS DEFINITION TO DELIVERY & ONGOING SUPPORT, WE ARE READY TO SERVE YOU.

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HOLDER

#1 SMALL BUSINESS PROVIDER

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SUCCESSFUL TRACK RECORD
OF DELIVERING PRODUCTS &
SOLUTIONS IN A HIGH-VOLUME,
RAPID RESPONSE, TASK ORDER
ENVIRONMENT.

Affigent is an industry leading federal IT solutions provider focused on full lifecycle technology solutions with the goal of helping our customers be more productive, efficient and successful in their missions while increasing their return on IT investments. Our extensive understanding of the

federal market and far-reaching contract line-up allows us to tailor offerings to fit agency needs. Affigent is a Small Disadvantaged Business (SDB) 8(a) graduate with a position of financial strength that has shown consistent profitability year over year.

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Contract #: NNG07DA19B

For more information please email us at: info@affigent.com or call us at: 866.977.8524

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Ken Grimsley
President
Affigent, LLC

Easy To Work With

Affigent and SEWP have one great thing in common. Both are very easy to do business with and both have a great reputation for customer service.

"I give credit to (the SEWP) team; they are continuously improving how they support their customers," Ken Grimsley, Affigent president told OTFL. "I've been very impressed with how they continue to innovate around their systems and how they make it easier for everybody to do business."

SEWP's reputation for speed is one reason why Affigent leads with SEWP on every opportunity the company can.

The advantages of the SEWP contract are, first of all, the speed of the contract said Grimsley.

"Everything is 1-day, from the handling of the orders to getting products added to the contract, to getting the orders processed. If there's an issue, it's 1-day to get resolution of that issue."

The second point Affigent stresses to buyers is the contract fee. "It's the lowest of any contract fee out there, and with a \$10,000 cap, once you get above \$2.2 million, there's no more additional fee," Grimsley noted.

"So from that perspective the government can spend the rest of that money on additional IT products to make the government more productive and more efficient."

Fast Fact: Affigent, LLC, a small Alaskan Native Corporation and 100%-owned by over 13,000 Alaska Natives, provides the latest and innovative IT solutions via an extensive list of partners that are in the areas of cyber security, data center, network communication and virtualization. Affigent is the fourth largest SEWP contractor overall and the #1 Small Business on SEWP IV.

Roy Borden
Vice President, Partner Sales
CA Technologies

Always Learning, Never Static

The SEWP philosophy is always change, always innovate and always stay up with the times.

"It's one reason why I think this vehicle stays relevant," CA Technologies' Roy Borden told OTFL. Borden runs CA Technologies public sector partner organization, which does about 75% of its government business through partnerships.

"Inside CA, we call that being a learning organization, never static. You can't have a stagnant way of approaching business or else it's obsolete."

While CA still provides legacy mainframe solutions, most of its focus today has a lot to do with what's going on in the government right now.

"How are agencies utilizing existing infrastructure or integrating new technology to deliver these services in this era of flat budgets? And how are they dealing with the demand in a cost effective manner?" asked Borden.

Why use SEWP? "Customer service and flexibility," replied

Borden, who also touted SEWP's low 0.45% fee and its use of small businesses.

Borden also said because his portfolio is constantly changing - due to new releases, new names, consolidations or acquisitions - "it's just a never ending constant evolution of our portfolio," he noted.

"With all of these moving parts, this vehicle has been easy and simple. And to say they work with you is an understatement."

Fast Fact: CA Technologies does about 75% of its public sector business through partners from large SI's to small disadvantaged businesses — many of whom are on SEWP. The company maintains relationships with tech leaders to ensure product integration and technical collaboration with companies including Citrix, HP, IBM, Intel, Microsoft, Novell, Oracle, VMware, Cisco, SAP, Microsoft and NetApp.

Barb Beckner

Director of Capture Management

Jodi Darnell

SEWP Program Manager

GTRI (Global Technology Resources, Inc.)

Savoring SEWP!

GTRI finally got the contract it wanted – SEWP!

The company, which provides IT hardware, software, professional, maintenance and consulting services, spent more than two years pursuing SEWP, Barb Beckner, director of Capture Management told OTFL.

“Our first prime contact was a Navy SpaWar contract. Since then we’ve won four SpaWar contracts,” Beckner said. “Then we identified the SEWP contract as a vehicle that we really wanted.”

It took more than two years to acquire a line of business from Dataline that augmented the GTRI portfolio. “SEWP is a phenomenal vehicle,” exclaimed Beckner. “It is very competitive, very flexible; it’s easy to add new IT equipment and services, if you’ve got services associated with it.”

Jodi Darnell, SEWP program manager since 2007, pointed to SEWP’s competitive fee, customer service, ease of use and dynamic catalog as reasons why customers choose SEWP.

“As long as a technology fits in the scope of the contract,

it is very flexible to help meet, develop, design a customer’s solution and then put it on the contract,” she noted.

Darnell added the SEWP program office also helps her keep accurate records.

“If there is something I don’t quite understand, I know I can go to the SEWP office or to their website interface to figure it out. I know all my RFQs. It’s all organized, pretty easy to get to.”

Darnell also praised the outreach efforts of the SEWP staff.

“They are very proactive with conferences and training. They sell the virtues of their contract and are there for the customer in the event that there are questions.”

Fast Fact: GTRI is a master Cisco UC provider. But its real strength lies in its people, knowledge and education in regards to Cisco. GTRI can deliver a full Cisco solution from start to finish. GTRI also participated in a mentor/protégé program through Raytheon sponsored by the NGA.

Steve Charles

Co-founder & Executive Vice President

immixGroup

The Evolving Contract

Increasingly government is looking to buy IT software, platform and infrastructure services via broadband rather than contract for professional services.

While technology marches forward, acquisition and contracting are just beginning to catch up, Steve Charles from the immixGroup explained to OTFL.

“The acquisition system and the regulations that proscribes all these different processes divide the world into supplies on the one hand and services in the other,” he said. “When regulations refer to services, they are referring to professional services performed by people.”

The SEWP program was developed as a pre-order contract for products with delivery orders (DO). It is not a services task order (TO) contract.

But with SEWP V on the horizon, SEWP is talking about defining product-based services as something separate and distinct from human-based services said Charles.

“So these product-based services, consistent with the NIST

cloud architecture, software-as-a-service (SaaS), platform-as-a-service (PaaS), and infrastructure-as-a-service (IaaS), are the kinds of things that immixGroup is now packaging and pricing as contract line items,” Charles added.

“The SEWP office is awarding those things on the contract, and agencies are ordering them,” he said. “It has to be within the scope of IT and it has to be packaged and priced in a way that an ordering agency can order it and know what it is they are ordering.”

Charles noted that SEWP “has the organization and systems to add new products quickly. And so it also represents the latest technology within the world of IT, IT products and product-based services.”

Fast Fact: The immixGroup provides commercially available (COTS) IT hardware, software, and related maintenance to the public sector from hundreds of technology manufacturers, including IBM, Oracle, EMC, McAfee and HP.

Donna Norris
SEWP Program Manager
PC Mall Gov

The SEWP Factor!

What if there were no SEWP?

"Frankly we can't imagine life without SEWP," Donna Norris told OTFL. "It's a huge component of our success in the federal arena."

Norris is a SEWP program manager who definitely takes a hands-on approach. "I look at every order that comes in from the SEWP office. I distribute all the orders. I track all the orders and follow up. I do a lot of hands on stuff to make sure that the orders flow."

Norris then rattled off reason after reason why customers use SEWP.

"SEWP will work with you to make sure you are meeting all the fair opportunity (FO) requirements as the customer," she explained.

"They can provide guidance on how to submit your solicitation to meet all FAR requirements," she said. "If you are

looking for a true competition, SEWP will give you the guidance on how to structure that and make sure that everything runs smoothly."

Norris praised SEWP customer support and order tracking. She said of all the GWACs available, SEWP has a true online site where customers can go and get information on their orders. Very few contracts out there are really supplying that on this level of transactional business.

"If you have an IT need, you can get it on SEWP, period."

Fast Fact: PC Mall's core strength lies in the depth and breadth of the products offered from hundreds of name brands, (Top 5 for government: Oracle, Cisco, HP, Dell and Apple.) giving it broad availability to certified engineers across the board for manufacturers; the ability to put together a full customer solution; and provide full customer service follow up.

Joe Leonard
Director, Secure Networks
Presidio

The Increasingly Mobile SEWP

It's no secret mobile government workers love their iPhones, iPads and Android devices.

The BYOD — Bring Your Own Device — movement is gaining steam. That's great for users. But maybe not so much for network administrators and security experts; they have no choice but to find ways to allow these devices to operate securely.

For them it's time to call on SEWP.

Joe Leonard is director of Secure Networks at Presidio where his group is responsible for doing assessments — vulnerability assessments, risk assessments, network assessments, and BYOD and cloud assessments. For SEWP, Leonard is responsible for making sure Presidio is offering their best of breed portfolio of security products.

"We are seeing a pretty big growth right now with BYOD and mobility," Leonard told OTFL. "We are putting in the investment in building out the mobility infrastructure for all of these new mobile devices as they enter the work place and

expanding our mobility service offerings."

Leonard said controls are changing so fast it's a challenge to make sure that we've got the proper level of security in place so that people can use these devices.

"The mobile device management platform wasn't even in our security portfolio a year ago. It didn't exist," he noted. "So you are looking at a device that didn't even exist in our portfolio. And if you look at SEWP, it wasn't on there," said Leonard.

But with the ease of adding products to SEWP, it is now.

Fast Fact: Presidio provides Secure Network with a traditional firewall IPS, SIM email gateway, encryption devices, ELP, and web security devices. Presidio uses a wide assortment of manufacturers and puts the best of breed on SEWP. Also on SEWP are security assessment tools to help customers understand their current state and future challenges.

Raymond Kahre

Director of Products and Programs
Sword & Shield Enterprise Security, Inc.

Agents For Success

Customer service, customer service and customer service!

"Those are the three reasons a federal buyer should go through SEWP," declared Raymond Kahre, Director of Products and Programs for Sword & Shield Enterprise Security, Inc.

The company's core competency is providing consulting services in the areas of risk and compliance, security assessments, forensics and e-discovery. Their motto is "your partner for a secure future".

In addition to enterprise security solutions, the company provides federal buyers' access to its VAR and OEM partners to offer products that cut across the entire breadth of the IT space said Kahre.

"That's a real differentiator for us and that's what makes us a bit unique, he said. "We have a dedicated Sales Agent Program. It's something that we've essentially branded that reaches out to our other solution providers so we are really able to service the government."

When it comes to differentiators, Kahre said what makes SEWP stand out is its attention to customer service for both customers and Contract Holders; its ease of use; and there's always somebody there to help.

"They really understand what service means," said Kahre, "so we've modeled our program office after the SEWP program office. You can say that imitation is the most sincere form of flattery and we would like to achieve just a small part of their success."

Fast Fact: In addition to network security, dedicated Sword & Shield Enterprise Security, Inc. Authorized Sales Agents provide a wide spectrum of IT including Dell, HP, Gateway and Cisco. Through strategic partnerships with leading large and small Value-Added Resellers and Original Equipment Manufacturers these dedicated and specialized sales agents help government get the unique IT solutions it needs.

What's In Scope? Everything IT!

Scope: Computer Hardware

- Tablets, Laptops, Embedded Systems
- Desktops, Servers, Supercomputers
- Peripherals and Accessories: Monitors, Keyboards, Cables, etc.
- Computer Carts, Racks and Enclosures
- Computer Cards / Boards

Networking and Communications

- Network Appliances
- Network Connectivity: Routers, Modems, etc.
- Telecommunication Devices
- Wireless Networking
- Cables and Accessories

Security Hardware

- Control and Authentication Devices
- Forensic Systems
- Computer Anti-Theft Hardware
- Security Appliances
- Surveillance Systems

Supporting Hardware

- Scanners, Barcodes, RFID Devices
- Cooling Systems
- Digital Devices; e.g. Calculators
- GPS
- Remote Management
- Printers, Copiers, Fax Machines, Shredders
- Associated Supplies

Specialized Hardware

- Notification Systems associated with Computer Facility
- Asset Management Systems
- Computer Room Monitoring

Storage Hardware

- Backup and Recovery
- DVD, CD, Tape and Digital Systems and Supplies
- Disk Systems
- Network Based Storage

- Storage Accessories

AV/Conferencing

- AV Equipment and Accessories
- Cameras, Display Monitors, Consoles, etc.
 - Accessories including privacy screens and camera accessories
- Video and Tele-conferencing
- Speakers, Microphones, Theater and Music Systems, Lighting
- TV, Projectors and Screens
- Visualization Systems

Software and Virtualization

- Commercial software packages of any variety
- Software As A Service
- Cloud Computing
- Virtual Storage

Services Fully In Scope

- Maintenance / Warranty / Help desk support
- Installation of in-scope Products
- Site Planning; e.g. determining what products are required
- Product Based Training

Services Limited In Scope

This pertains to Competed Contract Holder Groups A, B, C and D. Cannot exceed 10% of a delivery order total dollar amount:

- Software development
- On-site operational labor, on-site engineers
- Consulting (unless part of in scope services)
- Staff Augmentation

Never In Scope: Just because it has a chip, it is not always IT

- Mobile Data Collection Device
- Medical devices
- Fire Suppression systems / maintenance
- Military technology (if outside the scope listed previously)

- Medical Equipment
- Buildings
- Wheels / Engines / Propellers
- Fire Suppression (unless self-contained)
- Sensors: Smoke / Gunshot / etc.
- Office Furniture: Chairs / Desks / etc.

If uncertain:

- Stop
- Send SOW (Statement of Work). BOM (Bill of Materials) and/or Requirements Statement to help@sewp.nasa.gov
- SEWP will review and get back with you and discuss any scope issues.

SEWP IV Contract Guide published by:



www.onthefrontlines.net



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SEWP IV Contract Holders

As of September 10, 2012. Visit www.sewp.nasa.gov for updates.

VENDOR CONTRACT#	NAME EMAIL	PHONE ALT PHONE
Affigent, LLC NNG07DA19B	Troan, Gayle gayle.troan@affigent.com	703-880-4924
Alliance Technology NNG07DA10B	Dowling, Caitlin caitlin.dowling@alliance-it.com	443-561-0325
Alvarez & Associates NNG07DA46B	Wright, Jon jwright@alvarezassociates.com	303-997-1392
Best Buy, Gov LLC NNG07DA48B	Ranft, Jill jill.ranft@bestbuy.com	612-291-2583
Blue Tech, Inc. NNG07DA22B	Stone, Guy gstone@bluetech.com	619-497-6060
CDW*G NNG07DA35B	Marcheselli, Kathy kmarcheselli@cdwg.com	703-621-8208
Copper River IT NNG11FF48B	Vinduska, Rebecca rebecca.vinduska@copperriverit.com	(202)320-9869
CounterTrade Products NNG07DA24B NNG07DA40B NNG07DA50B	Boglino, Joe jboglino@countertrade.com	800-444-9710 ext 210 (303) 424-9710 x210
Dell Federal Systems NNG07DA15B	Ma Gill, Derryan derryan_magill@dell.com	512-723-4075
Emtec Federal NNG07DA51B	Kowalewski, Keta ketakowalewski@emtecinc.com	(571) 299-1353
FCN Technology NNG07DA26B	Campbell, Dolores Dolores.spriggs@fcnit.com	240-833-1050 301-770-2925
FedStore Corporation NNG07DA43B	Harding, Stuart stuart@fedstore.com	240-449-8801
Force 3, Inc. NNG07DA11B NNG07DA18B	Hill, Cheryl chill@force3.com	410-774-7238
Four Points Tech. NNG07DA16B	Landers, Lonnie llandersva@aol.com	703-660-6432
GC Micro NNG07DA30B	Landers, Lonnie llandersva@aol.com	703-660-6432 800-426-4276
PC Mall Gov NNG07DA08B NNG07DA62B	Norris, Donna donna@pcmallgov.com	703 594-8188
GovConnection, Inc. NNG07DA32B NNG07DA38B	Gause, Yvette ygause@govconnection.com	301-610-0753 800-800-0019 x 78255
GTRI NNG07DA63B	Darnell, Jodi jdarnell@gtri.com	303-503-3786
GTSI Corp. NNG07DA33B NNG07DA49B	Hudson, Ellen ellen.hudson@gtsi.com	703-502-2156 800-234-4874
Hewlett Packard (HP) NNG07DA17B	Parman, W. Gayle gayle.parmen@hp.com	410-798-4030
i3 Federal NNG07DA42B	Campbell, Dolores dspriggs@i3federal.com	803-366-4033
IBM NNG07DA12B	Waclawik, Phil waclawik@us.ibm.com	720-395-6982
Intelligent Decisions NNG07DA28B	Hopkins, Jeff jhopkins@intelligent.net	703-554-1635
iGov.com NNG07DA27B	Walsh, Tom twalsh@igov.com	703-749-0874 703-356-1160
immixGroup NNG07DA20B NNG07DA64B	Scichilone, Ralph Ralph_Scichilone@immixgroup.com	703-663-1147 703-752-0610

VENDOR CONTRACT#	NAME EMAIL	PHONE ALT PHONE
Iron Bow Technologies NNG07DA31B NNG07DA39B	Bosley, Beau beau.bosley@Ironbow.com	703-279-5435
Merlin International NNG07DA23B	Andrews, Linda landrews@merlin-intl.com	303-339-2034
MicroTech LLC NNG07DA47B	Douglas, Keya TDouglas@microtech.net	571-297-4155
Presidio NNG07DA36B	Byrd, Stacy sbyrd@presidio.com	301-313-2096
PSI Technology NNG08DA02B	Griffith, Irene ireneg@petrosys.com	713-355-2202 ext 19
Red River NNG07DA25B	Purdy, Jo jo.purdy@redriver.com	603-442-5546 603-667-6195
Ricoh Americas Corp. NNG07DA52B	Blackwell, Tanya tanya.blackwell@ricoh-usa.com	301-479-1159
Silicon Graphics Fed. NNG07DA14B	Lundy, Michelle mlundy@sgi.com	(813)792-5403
Softchoice Corp. NNG07DA37B	Kman, James james.kman@softchoice.com	312-655-9167 877-333-7638 x 3219
Sword & Shield NNG07DA21B	Kahre, Raymond sewp-manager@swordshield.com	865-244-3535 865-244-3500
Technica Corporation NNG07DA29B	Beckert, Lori SEWP_PM@technicacorp.com	703.662.2045 703.662.2000
Three Wire Systems NNG07DA44B	Turner, Roxanne rtturner@threewiresys.com	703.899.9328
ThunderCat Technology NNG07DA45B	Kelly, Mike mkelly@thundercattech.com	703-657-7069
Unisys NNG07DA09B NNG07DA13B NNG07DA34B	Harvell, Judy Judy.Harvell@Unisys.com	703-439-3666 800-398-8090
VAZtech, Inc. NNG11FF47B	Smith, Zane zsmith@vaztech-inc.com	877-964-6598 410-814-7598
Victory Global NNG11FF49B	Wright, Deborah dwright@victoryygs.com	615-708-7818 410-884-9310
WWT NNG07DA41B	Schmitt, Mike mike.schmitt@wwt.com	314-919-1448

Fair Opportunity — What is it? Can SEWP Help?

Fair Opportunity provides each contractor is given fair opportunity to be considered for each order exceeding \$3,000 and issued under multiple award contracts. The FAR states that the method to obtain fair opportunity is at the discretion of the CO and that the CO must document the rationale for placement and price of each order.

The SEWP online RFI/RFQ tool is the recommended method to assist in this activity and to augment the required decision documentation. The SEWP RFI/RFQ tool will automatically include the Contract Holders within a selected Group or based on a suggested source.

Note: Fair Opportunity to all Contract Holders within one or more SEWP Groups is required. There is no requirement to obtain 3 quotes as long as all Contract Holders within a Group were provided opportunity to provide a quote.

Source: SEWP



Sword & Shield
ENTERPRISE SECURITY

At Your Service: The Sword & Shield SEWP Program Office

*Meeting the IT product needs of the
Federal Buyer through our active and
engaged Sales Agent community.*

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